

BULKY DOCUMENT

(FILED ON PAPER – ENTIRE DOCUMENT EXCEEDS 100 PAGES)

Proceeding No.	91212680
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Filing Date	01/23/2015
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Part	2 of	2
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Declaration of Jessie Roberts in Support of Applicant
Real Foods Pty Ltd's Motion for Summary Judgment
(Cont.)

91212680

Expert's Report: Robert M. Frank

Exhibit C

Magazine Articles: **Thins**

Magazine # 1

Title: **New packaging for Finn Thins:**

Source: Grocer. 237.8162 (July 5, 2014): p27.

Document Type: Brief article

Copyright: COPYRIGHT 2014 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

New packaging for Finn Thins: Finnish bakery Vaasan Oy has introduced new packaging for its Finn Crisp Thins and is rolling out an on-pack cashback promotion.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

"New packaging for Finn Thins:." *Grocer* 5 July 2014: 27. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 2

Title: **A thin line**

Author(s): William A. Roberts, Jr.

Source: Prepared Foods. 183.6 (June 2014): p12.

Document Type: Brief article, Editorial

Copyright: COPYRIGHT 2014 BNP Media
<http://www.bnp.com>

Full Text:

[ILLUSTRATION OMITTED]

Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel chips, has added Stacy's Pretzel Thins, a line of baked snacks that combines the classic pretzel flavor with a thin, crispy texture.

Made in the "Stacy's way," the line includes such ingredients as sea salt and organic honey, while utilizing expeller-pressed sunflower oil. It also boasts two flavor varieties: Simply Naked (incorporating sea salt to the pretzel flavor) and Honey Dijon.

William A. Roberts, Jr.

Executive Editor, Business/New Media

Roberts, William A., Jr.

Source Citation (MLA 7th Edition)

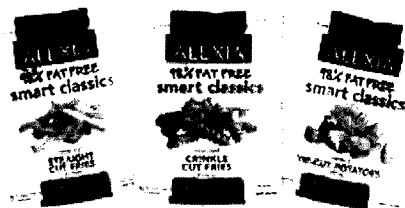
Roberts, William A., Jr. "A thin line." *Prepared Foods* June 2014: 12. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

PREPARED
FOODS

new product trends

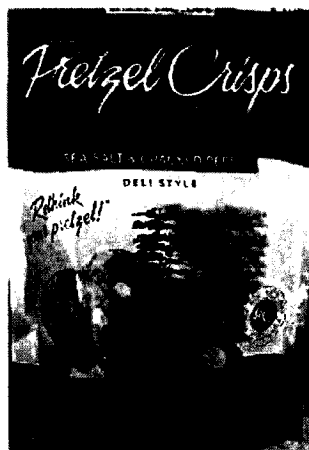
Hitting the Shelves



Eschewing the Fat

The quest for the healthy French fry continues, with new options including a healthier side at fast-food giant Burger King, whose Satisfries promise 40% less fat and 30% fewer calories than the chain's regular fry option. All well and good, but what about the consumer wanting all of the joy of a fry but with the convenience of home?

Alexia has introduced Smart Classics Fries and Potatoes, promising 98% fat-free fries with 100 calories per serving. The fries are roasted and never fried and feature Yukon Select Potatoes in three varieties: straight-cut, crinkle-cut and skillet-style, tri-cut potatoes.



A Thin Line

Stacy's, the Frito-Lay sub-brand, well-known for its pita and bagel chips, has added Stacy's Pretzel Thins, a line of baked snacks that combines the classic

pretzel flavor with a thin, crispy texture.

Made in the "Stacy's way," the line includes such ingredients as sea salt and organic honey, while utilizing expeller-pressed sunflower oil. It also boasts two flavor varieties: Simply Naked (incorporating sea salt to the pretzel flavor) and Honey Dijon.

Melting, Melting...

Nut-based and sweet spreads are an interesting segment; thanks to the success of Nutella, the \$3.9 billion segment grew 34% from 2008-2013, per Mintel, which predicts another 65% surge in the segment from 2013-2018, to post \$6.5 billion in sales. As Mintel research finds, one in five consumers wants more indulgent, nut-based spreads, such as raspberry white chocolate or chocolate chip.

Tropical Foods is incorporating spreads into the snack arena with Dip & Devour Peanut Butter Melts, a product serving as an alternative to traditional peanut butter. The company claims it melts, cools and hardens like chocolate but has a peanut butter taste. The Peanut Butter Melts option joins White Chocolate, Dark Chocolate and Milk Chocolate in the Dip & Devour line.



Happy Together

Kellogg Company and Mars Inc. have joined a pair of the nation's strongest brands for a new snack launch. They have introduced three Keebler cookies filled with M&Ms to stores nationwide.

The options include Chips Deluxe Rainbow Chocolate Chip Mini Cookies with Mini M&Ms, as well as cookies with full-sized M&Ms: Chips Deluxe Triple Chocolate Chip Cookies with M&Ms and Chips Deluxe Rainbow Chocolate Chip Cookies with M&Ms.

Magazine # 3

Title: Nut Thins

Source: *Snack Food & Wholesale Bakery*, 103.5 (May 2014): p38.

Document Type: Brief article

Copyright: COPYRIGHT 2014 BNP Media
www.snackandbakery.com

Full Text:

Company: Blue Diamond, Sacramento, Calif.

Website: www.bluediamond.com

Introduced: July

Distribution: National

Suggested Retail: \$2.70 per 4.25-oz. box

Product Snapshot: Blue Diamond adds two honey-kissed flavors to its Nut Thins line: Honey Cinnamon; and Honey Mustard. Made with rice, real almonds and a touch of honey, the crispy, crunchy crackers contain no wheat, gluten, GMOs, artificial ingredients or trans-fats.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

"Nut Thins," *Snack Food & Wholesale Bakery* May 2014: 38. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Nut Thins

Company: Blue Diamond, Sacramento, Calif.

Website: www.bluediamond.com

Introduced: July

Distribution: National

Suggested Retail: \$2.70 per 4.25-oz. box



Product Snapshot:

Blue Diamond adds two honey-kissed flavors to its Nut Thins line: Honey Cinnamon; and Honey Mustard. Made with rice, real almonds and a touch of honey, the crispy, crunchy crackers contain no wheat, gluten, GMOs, artificial ingredients or trans-fats.

Magazine # 4

Title: **Rold Gold adds to snack range**

Source: **MMR**, 31.7 (Apr. 21, 2014): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2014 Racher Press, Inc.
<http://www.massmarketretailers.com/>

Full Text:

PIANO, Texas -- Rold Gold, a brand of PepsiCo Inc.'s Frito-Lay division, has introduced Rold Gold Pretzel Thins, promoted as a midday snack.

Featuring a light and crunchy texture, the pretzel thins are now available at grocery stores nationwide in three flavors--Original, Garlic Parmesan and Three Cheese.

"We can admit that when we take time for ourselves, it has a positive impact," said Frito-Lay vice president of marketing Ram Krishnan. "With the introduction of Rold Gold Pretzel Thins and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness into the day, one break at a time."

Rold Gold Pretzel Thins are available for a suggested retail price of \$3.29 for an 8.25-ounce bag.

In addition, the Rold Gold brand is launching a Web series, "House of Gold." Delivering a twist on reality television programming, the series includes entertaining story lines featuring Rold Gold snacks and other "guest snacks" from the Frito-Lay portfolio.

Source Citation (MLA 7th Edition)

"Rold Gold adds to snack range." *MMR* 21 Apr. 2014: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

SUPPLY SIDE

Mars' \$270 Mil. Plant Makes Debut in Kansas

TOPEKA, Kan. — Mars Chocolate North America has opened a new production facility here to produce M&M's and Snickers candy. The state-of-the-art facility, which measures nearly 800,000 square feet, is the first new Mars Chocolate North America site built in the last 38 years.

"This new \$270 million facility, which will bring 200 new jobs to Topeka, is one of the largest investments in Mars history," says Mars Chocolate North America president Debra Sandler. "For more than 100 years Mars has been committed to making our products in the markets where we sell them, and this facility — in America's heartland — is further proof of our commitment."

The company says it chose to locate its plant in Kansas' capital city after a search that included visits to 17 states and more than 80 potential sites. Topeka was picked because of such factors as the local workforce, access to key amenities (including rail lines and utilities), and the commitment of state and local leaders.

Mars Chocolate North America broke ground on the Topeka facility in August 2011. The plant is continuing to pursue on-site renewable energy and is working to incorporate a number of innovative solutions into the design and

construction of the facility, such as sending no waste to landfills in order to achieve Leadership in Energy and Environmental Design (LEED) certification from the U.S. Green Building Council.

The company has also worked with a number of federal, state and local officials since the site's selection.

"Residents of Topeka and Kansas have welcomed us with open

The facility will provide work for 200 staffers

arms," adds Sandler. "This site is a critical addition to our network and will help fuel our future growth, but none of that will be possible without the continued support of our new neighbors."

To celebrate the grand opening of the new Mars Chocolate North America Topeka plant, Mars Retail Group set up a temporary M&M's World Store in downtown Topeka. The store, which was open earlier this month, had many of the same fixtures and merchandise available in flagship M&M's World stores in New York City, Las Vegas, Orlando and London.

Rold Gold Adds To Snack Range

PLANO, Texas — Rold Gold, a brand of PepsiCo Inc.'s Frito-Lay division, has introduced Rold Gold Pretzel Thins, promoted as a midday snack.

Featuring a light and crunchy texture, the pretzel thins are now available at grocery stores nationwide in three flavors — Original, Garlic Parmesan and Three Cheese.

"We can admit that when we take time for ourselves, it has a positive impact," said Frito-Lay vice president of marketing Ram Krishnan. "With the introduction of Rold Gold Pretzel Thins and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness into the day, one break at a time."

Rold Gold Pretzel Thins are available for a suggested retail price of \$3.29 for an 8.25-ounce bag.

In addition, the Rold Gold brand is launching a Web series, "House of Gold." Delivering a twist on reality television programming, the series includes entertaining story lines featuring Rold Gold snacks and other "sweet moments" from the Frito-Lay portfolio.

Sampling Retooled

from page 27

consumers are, what they think of their products and whether they'll become buyers. One great benefit of having access to data analytics is that brands have the ability to leverage consumer information and develop more focused sampling programs that reach the right demographic, thus reducing product waste and increasing effectiveness. We have learned that when product sampling is strategically targeted it increases the chances of the consumers becoming buyers and spreading awareness.

Another benefit of data analytics is that it enables brands to track purchase conversion more accurately and measure ROI. It's vital for brands to have insights into whether consumers who are sampling their products like them enough to become buyers. This is true for existing brands as well as new. If purchase conversion is low and feedback isn't positive, new brands have

the opportunity to go back to the drawing board and make the products better and more appealing to the targeted consumer group, thus saving them from the financial impact of having millions of products in retailers that do not sell.

It is important for brands to adapt to the new science of product sampling and acknowledge (and act on) the societal shift being fueled by the evolution of technology. The Internet has not only created a new way for brands to engage consumers, but also revolutionized product marketing, making it multidimensional.

A new generation of product sampling is upon us. Brands must adapt to the societal shift that the evolution of technology has fueled, and genuinely engage with consumers where they are online.

Patrick Peters is the director of PINCHme (www.pinchme.com), a digital product sampling platform.

Merz Expands Lineup With Night Scar Cream

GREENSBORO, N.C. — Merz North America is expanding its lineup of scar and stretch mark treatment products with the launch of Mederma PM Intensive Cream.

brand is also the market share leader in dollar and unit sales in the retail scar category.

Merz's other Mederma skincare products include Mederma Advanced Scar Gel, Mederma

Magazine # 5

Title: **The Rold Gold Brand Introduces New Pretzel Thins**

Source: Entertainment Close-up. (Mar. 27, 2014):

Document Type: Brief article

Copyright: COPYRIGHT 2014 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

Rold Gold, a brand from PepsiCo's Frito-Lay division, announced that it is encouraging consumers to take back their breaks by introducing a new snack option along with entertaining digital content so consumers can "break happy."

According to a release, new Rold Gold Pretzel Thins offer a delicious and savory twist to the classic pretzel, helping consumers combat the dreaded mid-afternoon slump. Featuring a light and crunchy texture, Rold Gold Pretzel Thins are now available at grocery stores nationwide in three flavors: Original, Garlic Parmesan and Three Cheese. With the versatility of a cracker, the new go-to snack can be dipped, popped or topped, serving up endless variety, flavor and fun with every bite.

"We can all admit that when we take time for ourselves, it has a positive impact," said Ram Krishnan, vice president of marketing, Frito-Lay. "With the introduction of Rold Gold Pretzel Thins and our new digital content, we're encouraging consumers to break happy by engaging, participating and snacking with us. Our goal is to bring a little more happiness into the day, one break at a time."

Rold Gold said these days, a mid-afternoon break looks a lot different than it once did. Instead of spending time socializing with co-workers around the water cooler, an increasing number of consumers are spending their downtime engaging online with social content. This is particularly true of younger, millennial-age consumers. In fact, a recent survey conducted by YuMe and IPG Media Lab found that millennials are the heaviest viewers of all types of video content, including web videos.

Knowing no break time is complete without great online entertainment, the Rold Gold brand is introducing a new, snack-sized web series, "House of Gold." Delivering a creative twist on reality television programming, the series includes a variety of humorous and entertaining storylines featuring Rold Gold snacks and other "guest snacks" from the Frito-Lay portfolio. The short, lighthearted videos showcase the adventures of the Gold sisters - three Rold Gold Pretzel Thins - who serve as main characters.

More information:

www.pepsico.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"The Rold Gold Brand Introduces New Pretzel Thins." *Entertainment Close-up* 27 Mar. 2014. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 6

Title: **Snack attack: five supermarket newbies worth grabbing**

Author(s): Sarah Bruning

Source: Natural Health, 44.2 (March-April 2014): p66.

Document Type: Article

Copyright: COPYRIGHT 2014 Welder Publications LLC
<http://www.naturalhealthmag.com/>

Full Text:

[ILLUSTRATION OMITTED]

GO FISH

Wild Planet White Anchovies

Add these little sustainably caught fish--packed in water or EVOO--to an antipasto platter to sneak in omega-3s and calcium, or use them in the easy recipe below.

SNAG IT \$3 for 4-ounce can, major grocery stores

[ILLUSTRATION OMITTED]

GOOD GRAZE

Simply 7 Quinoa Chips

Gluten-free and made with non-GMO ingredients, these thins pack at least 8 grams of protein per serving and about half the fat of their potato-based counterparts. We couldn't stop munching on the smoky BBQ version.

SNAG IT \$3 for 4-ounce bag, major grocery stores

[ILLUSTRATION OMITTED]

FRESH SIP

Suja Elements

The non-GMO, cold-pressed smoothies in this newline often feature antioxidant-rich organic fruits like baobab and camu camu, which aren't found in other brands. Feel-good bonus: twenty cents from each purchase goes to charity.

SNAG IT \$5 for 12-ounce bottle, Whole Foods stores

* * * * *

Magazine # 7

Title: **Bakery Bonanza**
Author(s): Tom Vierhile
Source: *Prepared Foods*, 183.3 (Mar. 2014): p13.
Document Type: Article
Copyright: COPYRIGHT 2014 BNP Media
<http://www.bnp.com>

Full Text:

*

Flatbreads add their footprint to the growing healthful breads market

* Indulgent baked goods go the snack route

* Cookies find favor with cleaner labels and specific positioning

The bakery foods market provided plenty of headlines in 2013, but not in the usual way and not from the usual sources.

The year 2013 will go down in history as the year the "Cronut" was born. NYC-based Dominique Ansel Bakery created the croissant-doughnut hybrid, and masses of New Yorkers lined up to buy the unique pastry. The concoction is a worldwide sensation, with scalpers hawking the real thing for many times its original purchase price.

Another surprising source of new product news in bakery came out of fast food. Wendy's made headlines when it introduced its Pretzel Bacon Cheeseburger. Claimed to be "one of the most anticipated product launches" in Wendy's history, it signals that the pretzel-bun concept has arrived.

Want a Cracker?

2013 was far from a record year for new cracker products, but what the market lacked in pure numbers it more than made up with healthful new ingredients, ethnic-influenced flavors, packaging improvements and more.

Whole food ingredients were a big story in 2013, paced by brown rice, sweet potato, ancient grains and more. Mondelez uses "real food ingredients" for its Triscuit Brown Rice & Wheat Crackers in flavors like Tomato & Sweet Basil and Savory Red Bean. Brown rice, almonds and seeds, such as millet, flax and quinoa, ended up in Blue Diamond Almonds Artisan Nut-Thins Cracker Snacks from Sacramento, Calif.-based Blue Diamond Growers. Sweet potatoes and spinach appear in Back to Nature Sweet Potato & Cinnamon Crackers and Spinach & Roasted Garlic Crackers, both from Madison, Wis.-based Back to Nature Foods.

The growing use of so-called "real food" ingredients bears watching. According to Datamonitor's "2013 Global Consumer Survey," 52% of Americans found the prospect of a "product naturally high in nutrients" to be "very appealing," compared to just 18% that found a "product that has added nutrients" to be appealing. Fortification through the use of "real food" ingredients is probably here to stay.

Another way to market a more healthful cracker is to base it on a type of bread that is viewed as healthful. Pita bread fits the bill and was the inspiration for Keebler Town House Pita Oven Baked Crackers, from Kellogg. Kashi Garlic Pesto Pita Crisps, another cracker based on pita bread, claims to be fiber- and whole grain-rich.

[ILLUSTRATION OMITTED]

The popularity of popped chips, such as On the Border, a brand which rose from \$6.5 million in sales in 2008 to more than \$90 million in early 2013, impacted cracker development in 2013. That resulted in hybrid, cracker-chip-like launches--such as Dare Breton Popped! Air Popped Crackers (made with a blend of ten supergrains) from Spartanburg, S.C.-based Dare Foods; and Kellogg's Special K Cracker Chips Baked Snacks.

[ILLUSTRATION OMITTED]

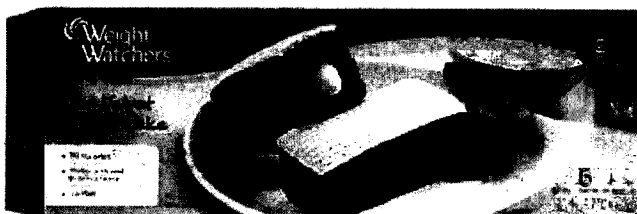
Cracker flavors tapped Hispanic foods, beer and more for ideas in 2013. Elmhurst, Ill.-based Sunshine Biscuits turned up the heat with Cheez-It Zings Baked Snack Crackers in flavors like Chipotle Cheddar. Lime is often associated with Hispanic foods and found a home with Nabisco Lime Wheat Thins, available for a "limited time only." Even craft beer figured into the mix, with Cincinnati-based Daella's Food out with Beer Flats Crackers in Pilsner and Porter flavors.

[Article reprint on the follow page.]

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2014 New Products Annual

bakery foods



Delivering for Diets: On-trend red velvet chocolate flavor in a 90-calorie serving.

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Crackers, from Kellogg. Kashi Garlic Pesto Pita Crisps, another cracker based on pita bread, claims to be fiber and whole grain-rich.

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launches—such as Dart Breton Popped! Air Popped Crackers (made with a blend of ten supergrains) from Spartanburg, S.C.—

Bake It Healthy

Top Health Claims or Tags for New Baked Goods (bread & rolls, cakes & pastries, morning goods) in the U.S. in 2013, per Datamonitor's Product Launch Analytics

Percentage of New Launches Making Health Claim, 2013
(2012 percentages included as a comparison):

Natural = 13.0% (14.5%)
No trans fat = 12.2% (12.8%)
Whole grain/Wholegrain = 7.9% (6.6%)
High fiber = 9.4% (7.1%)
No cholesterol = 9.4% (6.8%)
Low fat = 7.9% (5.7%)
No preservatives = 7.9% (5.2%)
No artificial flavor = 5.8% (5.3%)
High vitamins = 5.0% (5.7%)
Organic = 5.0% (5.3%)

Source: Datamonitor

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See Food Master-INGREDIENTS, p. 7

NEW! Gluten-Free King Lion Premium Cassava Flour

Innovative substitute
for wheat flour
for excellent quality
gluten-free baked goods.

King Lion

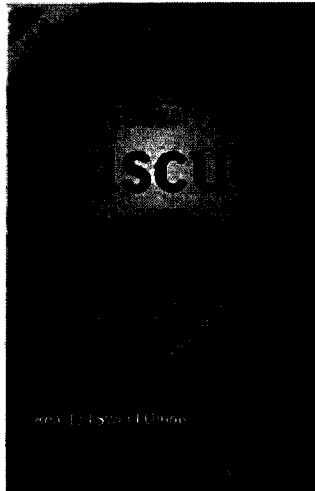


[This Record Continues on the Following Page.]

2014 New Products Annual

bakery foods

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Triscuit embraces more "real food ingredients," whole grains and new savory taste combinations.

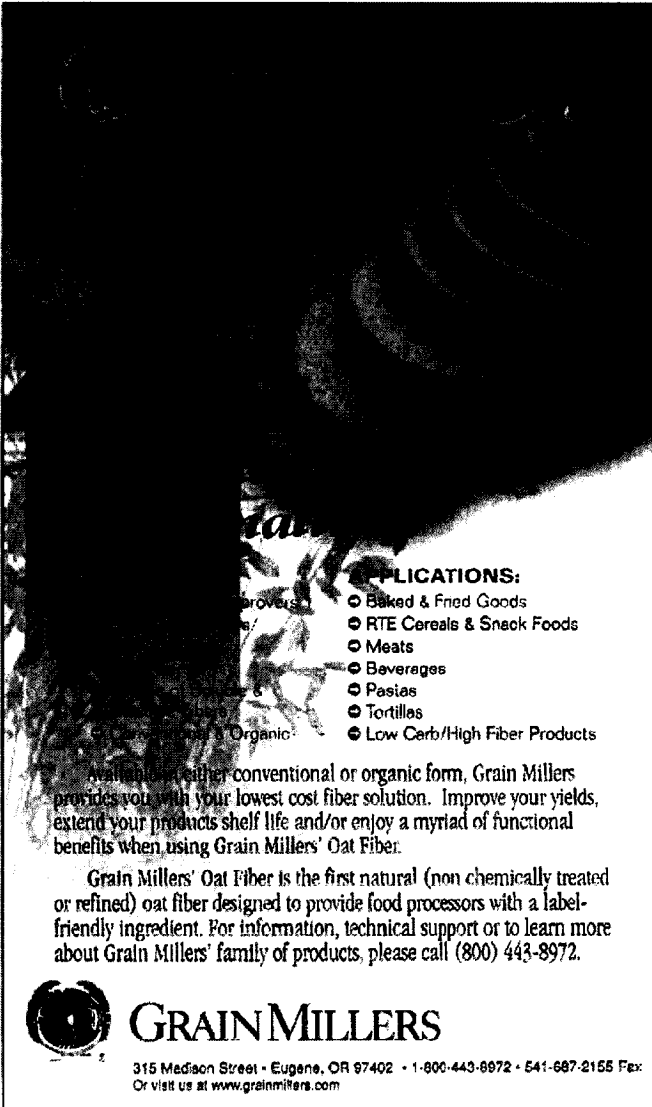
based Dare Foods; and Kellogg's Special K Cracker Chips Baked Snacks.

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There were signs in 2013 that cracker packaging may be changing for the better. Kellogg's Sunshine Biscuits unit introduced Sunshine Cheez-It Baked Snack Crackers in rectangular, re-sealable plastic tubs, a huge improvement over paperboard boxes, from a freshness perspective. Cheez-It also unveiled the Slam Dunk Bag, a bag with a zipper opening across the front, rather than the top of the bag, to capitalize on social snacking occasions.

Snacking is not only a huge part of social gatherings: 49% of Americans say they tend to snack more during social occasions, says Information Resources, Inc. 

Tom Vierhile is innovation insights director for Datamonitor, and he is focused on new products, trends and intelligence in new consumer packaged goods. Vierhile has more than 20 years of experience in new consumer packaged goods reporting and analysis, and he holds an MBA from the State University of New York at Buffalo. Follow him on Twitter at @TomVierhile.




APPLICATIONS:

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Or visit us at www.grainmillers.com

See Food Master-INGREDIENTS, p. 48

www.PreparedFoods.com • March 2014

21

Magazine # 8

Title: **Stacy's Pretzel Thins**

Source: *Snack Food & Wholesale Bakery*, 103.3 (Mar. 2014): p40.

Document Type: Brief article

Copyright: COPYRIGHT 2014 BNP Media
www.snackandbakery.com

Full Text:

Company: Stacy's Pita Chip Co., Randolph, Mass..

Website: www.stacyssnacks.com

Introduced: January

Distribution: National

Suggested Retail: \$3-.99 for 7-oz. bag

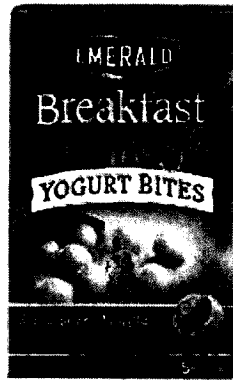
Product Snapshot: Stacy's Pretzel Thins, a new line of baked snacks from Stacy's Pita Chip Co., Frito-Lay North America brand, combine a classic pretzel flavor with a thin, crispy texture. Like a cracker, they can be paired with gourmet cheese and spreads or enjoyed as is. Two flavors are available: Simply Naked, with sea salt, and Honey Dijon, which combines Dijon mustard with organic honey

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

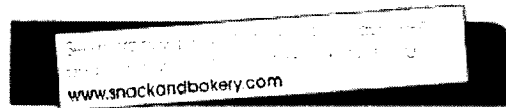
"Stacy's Pretzel Thins." *Snack Food & Wholesale Bakery* Mar. 2014: 40. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



Company: Diamond Foods,
San Francisco
Website: www.emeraldfoods.com
Introduced: January
Distribution: National
Suggested Retail: \$3.49 for a
6.25-oz. five-ounce box
Product Snapshot: Emerald
Breakfast on the go yogurt bites
from Diamond Foods offer on-the-go
consumers a breakfast and snack
option that are with the yogurt
bites. The bites are made with
combining granola, yogurt bites and
dried fruit, which are dipped in
yogurt for a sweet, creamy taste.
Two flavors are available: Strawberry-Vanilla and

Mixed Berry. Each box contains five 1.25-oz. portions.



Stacy's Pretzel Thins

Company: Stacy's Pretzel Thins, Inc., Easton, Mass.
Website: www.stacyspretzels.com
Introduced: January
Distribution: National
Suggested Retail: \$2.99 for a 4-oz. bag
Product Snapshot: Stacy's Pretzel Thins, a new line of baked snacks
from Stacy's Pretzel Thins, Inc., a New York City-based company, features
a classic pretzel flavor with a thin, crispy texture. Each 4-oz. bag
contains 10 pieces, with
pretzel cheese
and spreads as
entertaining as
Two flavors are
available: Simple
Salted, with sea
salt, and Honey
Mustard, with
creamy Dijon
mustard with
organic honey.



Magazine # 9

Title: The Stacy's Brand Introduces New Line of Pretzel Thins

Source: Entertainment Close-up. (Feb. 10, 2014):

Document Type: Brief article

Copyright: COPYRIGHT 2014 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

Building on its offering of delicious pita and bagel chips, the Stacy's brand on February 5 introduced Stacy's Pretzel Thins a new line of baked snacks.

According to a release, combining a classic pretzel flavor with a thin and crispy texture, Stacy's Pretzel Thins offer a fun and tasty twist on everyday snacking. With the crunchiness and versatility of a cracker, the new snack pairs perfectly with gourmet cheeses or delectable spreads as a mid-day snack, or can be enjoyed on its own.

Stacy's Pretzel Thins are made using the time-honored approach of "the Stacy's way," including carefully selected ingredients such as sea salt and organic honey. They also contain no artificial colors or flavors and both varieties use expeller pressed sunflower oil, which contains 0g of trans-fat.

Now available in the deli section of grocery stores nationwide, the Stacy's Pretzel Thins line includes two flavors:

-Simply Naked: The unique taste of sea salt adds an elevated pretzel flavor to this variety. Enjoy on its own or pair with a hearty spread such as hummus or peanut butter.

-Honey Dijon: A kick of Dijon mustard is sweetened with organic honey in this variety, perfect when topped with a slice of cheese and a drizzle of pesto.

"The Stacy's brand prides itself on making unique, high-quality 'anytime' snacks that consumers can enjoy on its own or pair with their favorite dips and spreads," said Dave Skena, vice president of marketing, Frito-Lay. "Our new line of Stacy's Pretzel Thins is of the highest quality and delivers great taste as a result. The uncompromising approach to quality may be the harder way but it's the better way."

Stacy's Snacks is a brand that makes up Frito-Lay North America, a convenient foods business unit of PepsiCo.

PepsiCo is a global food and beverage company.

More Information:

www.pepsico.com

www.stacyssnacks.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"The Stacy's Brand Introduces New Line of Pretzel Thins." *Entertainment Close-up* 10 Feb. 2014. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 10

Title: Winter Fancy Foods
Source: Gourmet Retailer, (Feb. 1, 2014):
Document Type: Article
Copyright: COPYRIGHT 2014 Stagnito Media
<http://www.gourmetretailer.com>

Full Text:

The sold-out 2014 Winter Fancy Food Show in San Francisco, held Jan. 19-22, 2014, at the Moscone Center in San Francisco, was the largest in the show's 39-year history, with a record 212,000 square feet of exhibit space showcasing more than 1,350 exhibitors and 80,000 specialty foods and beverages from across the U.S. and 35 countries and regions.

Among the standouts on display were numerous gluten-free and non-GMO products, dairy and non-dairy ice creams, cheeses, condiments and jerky. Crisps and thins of all types and sizes were abundant and spanned the flavor spectrum from sweet to savory.

The more unusual ice cream flavors at the show were McConnell's Olive Oil and Salted Almond and Steve's Scotch Chocolate, which is a vegan ice cream made with coconut milk. Phin and Phebes introduced its Vietnamese coffee-flavored ice cream while Chocotal introduced three single origin vanilla ice creams made with vanilla from Papua New Guinea, Indonesia and Madagascar. Chocolate ice creams, made with single-sourced cacao from Ghana, Costa Rica and the Dominican Republic, are also available.

One of the best packaging ideas we saw was the Wine Stack from Stacked Wines. Each Wine Stack includes four individually portioned wine glasses. Perfect for picnics and tailgating.

Jodi Wynn, one of Stacked Wines' founders, displays the filled wine glasses that are sure to be a must-have for picnic-ers and tailgaters.

Cheese-y Additions

High-quality flavored cheeses continue to gain ground. Among the finest was Quikkes Elderflower, an import from the U.K.'s Quikkes Traditional - it combines Quikkes Buttery Cheddar with elderflower notes. The elderflower complements the cheddar's lingering flavor, and the cream colored paste is flecked with flower flakes. Available in a 4-pound clothbound truckle. Yancey's Fancy sampled its flavored cheddars including its recent introduction, a naturally smoked aged cheddar with jalapeño and cayenne peppers.

A more daring flavor combo is Noble View Creamery's Beechwood Monterey Jack with Kimchi.

Quikkes Elderflower cheese marries the lingering taste of Quikkes Buttery Cheddar with subtle, aromatic elderflower notes.

Grafton Village Cheese has begun to age its outstanding cheddar for six years; it's called, appropriately, 6 Year Aged Cheddar. In addition, Grafton now has a good supply of the superb Bear Hill, second place Best in Show at last year's American Cheese Society Competition. Bear Hill is a washed-rind alpine-style cheese made of 100 percent sheep's milk. It has a fruity, nutty flavor and smooth mouthfeel.

* * * * *

Magazine # 11

Title: **Ryvita boosts brand portfolio in time for the festive season**

Source: Grocer, 236.8135 (Dec. 14, 2013): p43.

Document Type: Brief article

Copyright: COPYRIGHT 2013 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

New Ryvita Thins bites--in Sweet Chilli and Cheddar & Cracked Black Pepper--have brought a new bitesize format to the Ryvita Thins range. Each bag carries fewer than 60 calories per serving. Ryvita has also launched Cheese Ryvita Crackerbread and PepperRyvita Crackerbread containing just 19 calories per slice.

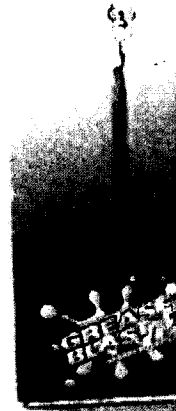
[ILLUSTRATION OMITTED]

The Grocer is giving six readers the chance to win the full range of Ryvita Thins and Ryvita Crackerbread plus a selection of classic Ryvita Crispbreads, worth [pounds sterling]50 to each reader.

Source Citation (MLA 7th Edition)

"Ryvita boosts brand portfolio in time for the festive season." *Grocer* 14 Dec. 2013: 43. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



offer 4

**Ryvita boosts brand portfolio
in time for the festive season**

New Ryvita Thins bites – in Sweet Chilli and Cheddar & Cracked Black Pepper – have brought a new bitesize format to the Ryvita Thins range. Each bag carries fewer than 90 calories per serving. Ryvita has also launched Cheese Ryvita Crackerbread and Pepper Ryvita Crackerbread containing just 19 calories per slice.

The Grocer is giving six readers the chance to win the full range of Ryvita Thins and Ryvita Crackerbread plus a selection of classic Ryvita Crispbreads, worth £50 to each reader.

offer 5

**Blast away the
drains with GreaseBlast**

Have you installed a drain cleaner? Have you thought about what happens to the grease and greases from cooking?

If it's going down the drain, it will get clogged, adding to the blockages, adding to the bills. GreaseBlast uses a combination of carbon dioxide and water to break down the grease so that drains can flow freely in a friendly way.

Five readers of The Grocer will win a GreaseBlast kit worth £50.



Magazine # 12

Title: Sweet swaps

Source: *Good Housekeeping*, 257.5 (Nov. 2013): p86.

Document Type: Brief article

Copyright: COPYRIGHT 2013 Hearst Communications. Reprinted with permission of Hearst.
<http://www.hearst.com>

Full Text:


Picking up a brownie, cookie, or Danish on your daily coffee or tea run is a quick route to a muffin top. Save calories (and money!) by choosing a lighter supermarket find. These four take the cake:

SUPERMARKET PICK	CALORIES
Fiber One Cinnamon Coffee Cake Bar	90
Garden of Eatin' Veggie Blueberry Oat Muffin	120
Weight Watchers Triple Chocolate Brownie Bliss	80
Konni's Thinaddictives Cinnamon Raisin Almond Thins	10 (per pack of 3)

Source Citation (MLA 7th Edition)

"Sweet swaps." *Good Housekeeping* Nov. 2013: 86. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



MARKET PICK	CALORIES
Fiber One Cinnamon Coffee Cake Bar	90
Garden Lites Veggie Blueberry Oat Muffin	120
Weight Watchers Triple Chocolate Brownie Bliss	80
Nonni's Thinaddictives Cinnamon Raisin Almond Thins	100 (per pack of 3)

Magazine # 13

Title: Nonni's THiNaddictives Almond Thins

Source: *Snack Food & Wholesale Bakery*. 102.11 (Nov. 2013): p34.

Document Type: Brief article

Copyright: COPYRIGHT 2013 BNP Media
www.snackandbakery.com

Full Text:

Company: Nonni's Foods LLC, Oakbrook Terrace, Ill.

Website: www.nonnis.com

Introduced: September

Distribution: National

Suggested Retail: \$3.29 for 4.44-oz. box

Product Snapshot: Two new flavors join Nonni's Foods' line of THiNaddictives Almond Thins: Banana Dark Chocolate; and Blueberry Oat. Both of the light, crunchy cookies are made with real ingredients, such as California almonds, whole blueberries, crunchy banana chips and semisweet chocolate chips. Each is low-fat and trans-fat-free and comes in portioned, 100-calorie packs.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

"Nonni's THiNaddictives Almond Thins." *Snack Food & Wholesale Bakery* Nov. 2013: 34. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



Sunbelt Bakery Pumpkin Spice Chewy Granola Bars

Company: Sunbelt Bakery, College Lake, Tenn.

Website: www.sunbeltbakery.com

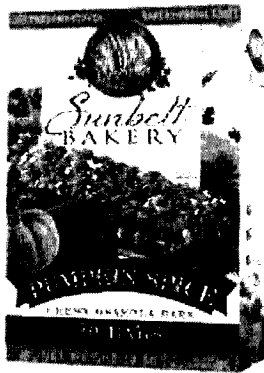
Introduced: October

Distribution: National

Suggested Retail:

\$1.69 for 10 count box of 2.1 g bars

Product Snapshot: Sunbelt Bakery, a Mecklenburg Foods brand, introduces a new seasonal flavor for its chewy granola bars. Pumpkin Spice. Pumpkin Spice Chewy Granola Bars are made with real pumpkin and seasonal spices. Each bar provides 2 g of whole grain, has 110 calories per serving and contains no preservatives or high



Nonni's THINaddictives Almond Thins

Company: Nonni's Foods LLC, Olathe, Kan.

Website: www.nonnis.com

Introduced: September

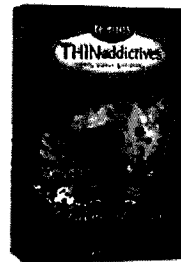
Distribution: National

Suggested Retail: \$3.29 for 4.44 oz. box

Product Snapshot: Two new Thins join Nonni's Food's line of

THINaddictives Almond Thins; Banana Bites, Cheesecake and Blueberry Cheesecake. Each of the light, crunchy cookies are made with real

ingredients, such as California almonds, whole blueberries, crunchy banana chips and semisweet chocolate chips. Each is low fat and trans fat free and comes in portioned, 100-calorie packs.



Magazine # 14

Title: Nabisco Rolls Out New Gluten Free Rice Thins Snacks

Source: Food & Beverage Close-Up, (Sept. 9, 2013):

Document Type: Brief article

Copyright: COPYRIGHT 2013 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

Nabisco, a Mondelez International brand, has launched Nabisco Rice Thins, a new gluten free snack that caters to all consumer lifestyles.

Made with quality rice that is baked until crisp, Nabisco said Rice Thins is a light-textured, crispy snack with delicious flavor and an irresistible crunch.

"We launched new Nabisco Rice Thins for consumers who are looking to make changes in their eating habits," said Kimberly Fontes, Senior Manager of Communications at Mondelez International. "We created Nabisco Rice Thins with these consumers in mind, as well as those that need to follow a gluten free lifestyle. We're excited to be one of the mainstream brands offering a gluten free option that is not only wholesome, but delicious!"

According to a release, 30% of Americans are either contemplating or adopting a gluten free diet. Gluten free consumers who are looking for a wholesome gluten-free snack with a light texture and crispy crunch will now have Nabisco Rice Thins to enjoy. The delicious snacks are available in a variety of flavors including White Rice Original, Brown Rice Sea Salt & Pepper and Brown Rice White Cheddar. All Nabisco Rice Thins snacks are made with quality ingredients and are baked (not fried), cholesterol free and low in saturated fat.

Mondelez International is a global snacking company.

www.mondelezinternational.com

www.Snackworks.com

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"Nabisco Rolls Out New Gluten Free Rice Thins Snacks." *Food & Beverage Close-Up* 9 Sept. 2013. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 15

Title: **US: Mondelez launches Nabisco gluten-free snack**

Source: just-food.com. (Sept. 5, 2013):

Document Type: Article

Copyright: COPYRIGHT 2013 AROQ Limited
<http://arq.com/>

Full Text:

Byline: Dean Best

Mondelez International has introduced a gluten-free snack in the US under its Nabisco brand.

Nabisco Rice Thins are available in three flavours - white rice original, brown rice sea salt and pepper, plus brown rice white cheddar - at a suggested retail price of US\$3.69.

More consumers are showing an interest in gluten-free products, even if they have not been diagnosed with coeliac disease. Mondelez cited data from The NPD Group that said 30% of US consumers are "either contemplating or adopting a gluten-free diet".

Click here [link omitted] for our analysis of the US gluten-free market, published in April as part of our **management** briefing on the sector worldwide.

Press release follows:

Nabisco Caters To All Lifestyles With New Gluten Free Rice Thins Snacks

Baked with Quality Ingredients, New Snack Line is Available in Three Delicious Flavors

EAST HANOVER, N.J., Sept. 4, 2013 /PRNewswire/ -- Nabisco, one of Mondelez International's billion dollar brands, has launched Nabisco Rice Thins, a new gluten free snack that caters to all consumer lifestyles. Made with quality rice that is baked until crisp, Nabisco Rice Thins is a light-textured, crispy snack with delicious flavor and an irresistible crunch.

(Logo: <http://photos.prnewswire.com/prnh/20130904/NY73016LOGO>)

"We launched new Nabisco Rice Thins: for consumers who are looking to make changes in their eating habits," said Kimberly Fontes, Senior Manager of Communications at Mondelez International. "We created Nabisco Rice Thins with these consumers in mind, as well as those that need to follow a gluten free lifestyle. We're excited to be one of the mainstream brands offering a gluten free option that is not only wholesome, but delicious!"

Thirty percent of Americans are either contemplating or adopting a gluten free diet¹. Gluten free consumers who are looking for a wholesome gluten-free snack with a light texture and crispy crunch will now have Nabisco Rice Thins to enjoy. The delicious snacks are available in a variety of flavors including White Rice Original, Brown Rice Sea Salt & Pepper and Brown Rice White Cheddar. All Nabisco Rice Thins snacks are made with quality ingredients and are baked (not fried), cholesterol free and low in saturated fat.

* * * * *

Magazine # 16

Title: **Healthy alternative**
Source: Grocer, 236.8119 (Aug. 24, 2013): p27.
Document Type: Brief article
Copyright: COPYRIGHT 2013 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Healthy alternative: Warburtons is expanding its Sandwich Thins range with a Half & Half variant made with 50% wholegrain and 50% white flour. Rolling out to retailers next week, the variant is designed to tap into demand for sandwich alternatives and healthier breads.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)
"Healthy alternative." *Grocer* 24 Aug. 2013: 27. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint is below.]

fmcg news grocery

McCain has a nose for marketing spuds with scented shelf barkers

Arabella Mileham
McCain Foods is launching a £35m marketing drive that will include the roll-out of shelf-barkers smelling of baked potatoes.

Up to 500 Tesco and Asda stores are to be fitted with scented barkers from the end of



Happy Days: "Biggest-ever campaign" for McCain

consumers of the "simple joys" of potato products, added Hodges.

The first burst -- an eight-week push including TV, outdoor and press activity and focused on chips -- launches on 2 September. Further bursts focusing on Baked Jackets and Smiles will

grocery digest



Ryder winners: Bottled water brand Highland Spring is marking its signing as official sponsor of the Ryder Cup by giving consumers the chance to win a five-star weekend in Scotland with tickets to the tournament. The on-pack promotion will roll out in September.

Sweet Nature: General Mills is expanding its Nature Valley sweet & nutty range with a chocolate variant (rsp: £2.39/five 30g bars) next month. Launched last November, sales of the range have hit more than £3m, said the company.



Healthy alternative: Warburtons is expanding its Sandwich Thins range with a Half & Half variant made with 50% wholegrain and 50% white flour. Rolling out to retailers next week, the variant is designed to tap into demand for sandwich alternatives and healthier breads.

* * * * *

Magazine # 17

Title: **UK: ABF adds to snacking range with Ryvita Thins line**

Source: just-food.com. (Aug. 19, 2013):

Document Type: Article

Copyright: COPYRIGHT 2013 AROQ Limited
<http://arog.com/>

Full Text:

Byline: Michelle Russell

Associated British Foods has expanded its snacking portfolio in the UK with the launch of a Ryvita Thins line.

Available in two ranges - Ryvita Thins, and Ryvita Thins Bites - ABF is hoping to capitalise on the growing trend for healthier snacks.

The Ryvita Thins flatbreads are designed to be a "party sharing-solution" and are available in four variants: Multi-Seed; Sweet Chilli; Cheddar & Cracked Black Pepper; and Sundried Tomato & Herb.

The Bites are "snack size treats" in two variants: Sweet Chilli; and Cheddar & Cracked Black Pepper.

Ryvita Thins will be available from October, priced at GBP1.89 (US\$2.96) for a 120g pack. Ryvita Thins Bites are priced at GBP1.89 (US\$2.96) for a 115g bag.

Press release follows:

SNACK IT, DIP IT, SHARE IT THIS CHRISTMAS

Introducing Ryvita® Thins & NEW Thins Bites: Ryvita, But Not As You Know It!

This Christmas, take the stress out of festive entertaining and enjoy the luxuries of the holiday season with healthy options packed with taste. Discover Ryvita® Thins & Ryvita®, but not as you know it!

This range of deliciously crunchy snacks comes in two sizes: NEW Ryvita® Thins Bites are perfect bite size treats; while the larger Ryvita® Thins are the ideal party sharing-solution.

NEW Ryvita® Thins Bites: snack size treats in two tasty flavours just for you

For snacking enthusiasts craving great tasting treats, Christmas has come early with NEW Ryvita® Thins Bites: a deliciously moreish Christmas gift from Ryvita®! Available in two tasty varieties; Sweet Chilli and Cheddar & Cracked Black Pepper, these irresistible snacks are baked for mouthwatering flavor. Each bite is so tasty you won't notice it's a healthier option! Did we mention they're only 80 calories a serving and a good source of fibre?

Devour a flavoursome pack of Cheddar & Cracked Black Pepper Ryvita® Thins Bites as a tasty snack with a glass of wine whilst settling down to enjoy a Christmas film. If you're heading off to work, pop a packet of Sweet Chilli Ryvita® Thins Bites in to your bag to enjoy as tasty snack at your desk throughout the day.

Discover Ryvita® Thins Bites in all major retailers from October 2013 priced at &#pound;1.89 (RRP) for a 115g bag.

[This Record Continues on the Following Page.]

Devour a flavoursome pack of Cheddar & Cracked Black Pepper Ryvita®; Thins Bites as a tasty snack with a glass of wine whilst settling down to enjoy a Christmas film. If you're heading off to work, pop a packet of Sweet Chilli Ryvita®; Thins Bites in to your bag to enjoy as tasty snack at your desk throughout the day.

Discover Ryvita®; Thins Bites in all major retailers from October 2013 priced at £1.89 (RRP) for a 115g bag.

Ryvita®; Thins: four fantastic flatbreads & delicious with dips and perfect to share

From intimate reunions over a bottle of wine to sensational soirees, Christmas is all about festive moments and friendly gatherings. That's where the popular Ryvita®; Thins range comes in. Perfect for sharing, this tasty collection of crunchy flatbreads features four tasty varieties worthy of party season, including Multi-Seed, Sweet Chilli, Cheddar & Cracked Black Pepper and Sundried Tomato & Herb.

Why not invite your guests round to dip a seed-studded Ryvita®; Multi-Seed Thin into a luxuriously rich camembert as the festivities begin? Or add a little heat to the party with Ryvita®; Sweet Chilli Thins & the spicy kick is perfectly paired with a refreshingly cool sour cream dip. If the tastes of the Mediterranean keep the cold weather at bay, pair Ryvita®; Sundried Tomato & Herb Thins with a tangy tomato and mango salsa or for a tongue-tingling show stealer, snack on Ryvita®; Cheddar & Cracked Black Pepper Thins & each slice as tasty alone as they are when crowned with a classic dip.

All that remains is to top the wine glasses up & sip, dip and kick back with family and friends... Discover the original Ryvita®; Thins range at all major retailers priced at £1.89 (RRP) for a 120g pack. Take added inspiration from Ryvita®; recipes and ideas or follow Ryvita on Facebook and Twitter.

- ENDS -

Original source: Associated British Foods

This article was originally published on just-food.com on 19 August 2013. For authoritative and timely food business information visit <http://www.just-food.com>.

Michelle Russell

Source Citation (MLA 7th Edition)

"UK: ABF adds to snacking range with Ryvita Thins line." *just-food.com* 19 Aug. 2013. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 18

Title: Ryvita bags up Thins Bites snack range

Author(s): Vince Bamford

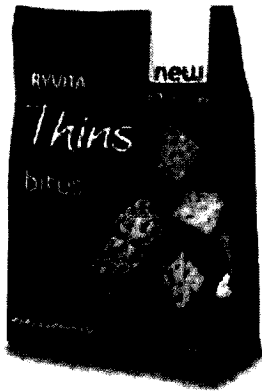
Source: Grocer, 236.8118 (Aug. 17, 2013): p28.

Document Type: Brief article

Copyright: COPYRIGHT 2013 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Ryvita is expanding its [pounds sterling]10m Thins flat-bread brand into bagged snacks.



**Thins Bites will go on sale
in two flavours in 115g bags**

[ILLUSTRATION OMITTED]

The baked Thins Bites, which will be available in sweet chilli and cheddar & cracked black pepper flavours (rsp: [pounds sterling]1.89/115g), have been launched to tap into the popularity of healthy bagged snacks. Marketing activity will encourage sharing.

Ryvita is also extending its Crackerbread range with cheese and pepper variants (rsp: [pounds sterling]1.19/125g carton).

Bamford, Vince

Source Citation (MLA 7th Edition)

Bamford, Vince. "Ryvita bags up Thins Bites snack range." *Grocer* 17 Aug. 2013: 28. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



edited by **Vince Bamford**

Send us your news & views.

We want to hear from you!

email: vince.bamford@thegrocer.co.uk

twitter: @thegrocer

Daim bar success?



Cadbury has wrapped an entire London street in festive paper for the filming of its first-ever Christmas TV push. In the ad, local families will "unwrap joy" on Christmas morning. The push will support the whole Cadbury range. "We think this will be a real festive TV event," said marketing manager Rick Lawrence.

ige following, brands work-ther was a great lion." said Claire of Thrive. "Daim ver well but not nomenally." n variants of s including ndy tarts and

Mondelez's Mikado biscuits and Milka chocolate are on the market, but Mondelez is to axe Milka with Daim to avoid duplication with CDM.

Daim was called Dime in the UK until 2005, when it changed in line with the rest of Europe.



Thins Bites will go on sale in two flavours in 115g bags

Ryvita bags up Thins Bites snack range

Ryvita is expanding its £10m Thins flat-bread brand into bagged snacks.

The baked Thins Bites, which will be available in sweet chilli and cheddar & cracked black pepper flavours (rsp: £1.89/115g), have been launched to tap into the popularity of healthy bagged snacks. Marketing activity will encourage sharing.

Ryvita is also extending its Crackerbread range with cheese and pepper variants (rsp: £1.19/125g carton).

Magazine # 19

Title: Blue Diamond Artisan Nut Thins

Source: *Nutraceuticals World*, 16.5 (June 2013): p58.

Document Type: Brief article

Copyright: COPYRIGHT 2013 Rodman Publishing
<http://www.nutraceuticalsworld.com/>

Full Text:

Blue Diamond, Sacramento, CA, has introduced Artisan Nut Thins, a wheat and gluten-free cracker crafted with almonds, brown rice and seeds. These crackers boast a multitude of nutritional benefits, including high fiber and protein content, with no cholesterol or trans-fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties. The Flax Seeds variety offers 400 mg of ALA omega 3, and the Multi-Seeds crackers provide 21 grams of whole grains. The Sesame Seeds variety offers an "excellent source" of fiber.

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

"Blue Diamond Artisan Nut Thins." *Nutraceuticals World* June 2013: 58. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

seasonal juice flavor: Berry e. The autumnal blend, which is part of the Seasonal Reset and Ritual Juice, contains toxin-ingredients, such as pineapple, oranges and green apples. This antioxidant-rich juice is designed to help immunity, fight bloat and manage weight.

Be Organics

Be Organics, Los Angeles, CA, has introduced an energizing, organic performance supplement shown to improve athletic performance. Liscite-rich beetroot juice, Red Ace is a performance supplement from organic beets, and is in- developing and maintaining a healthy, active lifestyle. Consuming daily will boost athletic performance, improving blood flow and can assist in lowering blood pressure, according to the company. Each bottle of sugar-free supplement contains organic beets, and is comprised of

Blue Diamond Artisan Nut Thins

Blue Diamond, Sacramento, CA, has introduced Artisan Nut Thins, a wheat and gluten-free cracker crafted with almonds, brown rice and seeds. These crackers boast a multitude of nutritional benefits, including high fiber and protein content, with no cholesterol or trans-fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties. The Flax Seeds variety offers 400 mg of ALA omega 3, and the Multi-Seeds crackers provide 21 grams of whole grains. The Sesame Seeds variety offers an "excellent source" of fiber.



able in two dosage levels, 200 mg or 500 mg, allowing individuals to customize their own weight management regimens.

3 Second Health Multivitamin

The all natural, liquid, multivitamin shot 3 Second Health, is the latest product from Pureform 1000 LLC, Henderson, NV. The product is designed to give users 13 key vitamins and more than 70 minerals in a 2.5-oz., easy to swallow citrus blend. The formula contains vitamin B12 in the methylcobalamin format, 1,500 mg of vitamin C, 1,000 IUs of vitamin D3 and vitamin A in a 50/50 palmitate/beta-carotene split.

RUNA Unsweetened Tea

Brooklyn, NY-based RUNA Tea has unveiled two new flavors of unsweetened bottled tea. The new Guava and Lime flavors are brewed with a native Amazonian tree leaf, or guayusa. These new flavors are the first completely unsweetened teas produced by the company. RUNA's guar-

Magazine # 20

Title: **Nuts for crackers**
Source: Shape, 32.8 (May 2013): p94.
Document Type: Brief article
Copyright: COPYRIGHT 2013 Welder Publications

Full Text:

The gluten-free cheese plate just got more interesting: Made from a hearty and tasty blend of brown rice, almonds, quinoa, sesame, and flax. Blue Diamond Multi-Seeds Artisan Nut-Thins (\$3.50 for 4.25 oz) contain just 130 calories and 3.5 grams of fat per 13-cracker serving. You'll also take in a whopping 21 grams of whole grains, nearly half the recommended daily goal of 48 grams. Now those are some numbers we don't mind crunching!

Source Citation (MLA 7th Edition)

"Nuts for crackers." *Shape* May 2013: 94. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 21

Title: **Nut crackers**

Source: FoodService Director. 26.2 (Feb. 15, 2013): p70.

Document Type: Brief article

Copyright: COPYRIGHT 2013 CSP, LLC
<http://www.fsdmag.com/about-us.html>

Full Text:

The latest creations from Blue Diamond, Artisan Nut Thins, are wheat and gluten free and crafted with almonds, brown rice and seeds. These healthful crackers offer several nutritional benefits, including high fiber and protein with no cholesterol or trans fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties.

[ILLUSTRATION OMITTED]

BLUEDIAMOND.COM

Source Citation (MLA 7th Edition)

"Nut crackers." *FoodService Director* 15 Feb. 2013: 70. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

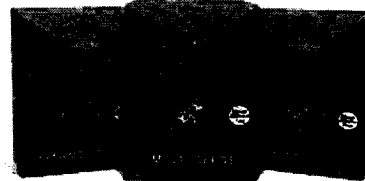
FOOD PROTECTION

Operators can extend the shelf life of a variety of foods with eatFresh Natural Antimicrobial. The system combines antimicrobial control with antioxidant properties to improve sensory characteristics of foods and preserve freshness. eatFresh Natural Antimicrobial works effectively in dips, fresh cuts, sauces, soups, deli salads, concentrates and more.

PLTHOMAS.COM/EATFRESH



KONTOS.COM



NUT CRACKERS

The latest creations from Blue Diamond, Artisan Nut Thins, are wheat and gluten free and crafted with almonds, brown rice and seeds. These healthful crackers offer several nutritional benefits, including high fiber and protein with no cholesterol or trans fats. Artisan Nut Thins are available in Multi-Seeds, Sesame Seeds and Flax Seeds varieties.

BLUEDIAMOND.COM

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Magazine # 22

Title: **Nonni's Foods LLC, has purchased Glendale, AR-based Villa Veneto Corporation, baker of La Dolce Vita brand of products**

Source: *The Food Institute Report*, 86.2 (Jan. 14, 2013): p4.

Document Type: Brief article

Copyright: COPYRIGHT 2013 The Food Institute
<http://www.foodinstitute.com>

Full Text:

NONNI'S FOODS LLC, has purchased Glendale, AR-based VILLA VENETO CORPORATION, baker of La Dolce Vita brand of products. Villa Veneto was founded by Paola Tulliani in 1993 to bake specialty cookies for grocery stores. Nonni's, the maker of biscotti and almond thins, is a portfolio company of Chicago-based WIND POINT PARTNERS. Nonni's has facilities in Tulsa, Ferndale, NY and Ville St. Laurent in Canada.

Source Citation (MLA 7th Edition)

"Nonni's Foods LLC, has purchased Glendale, AR-based Villa Veneto Corporation, baker of La Dolce Vita brand of products." *The Food Institute Report* 14 Jan. 2013: 4. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 23

Title: **UK: Food Doctor launches popped Crisp Thins**

Source: just-food.com, (Nov. 7, 2012):

Document Type: Brief article

Copyright: COPYRIGHT 2012 AROQ Limited
<http://arog.com/>

Full Text:

Byline: Katy Askew

Health food group the Food Doctor has launched a range of **crisp snacks, Crisp Thins**, in the UK.

The line is made from corn and soy and contains 25% more protein and 8% more fibre than potato crisps, Food Doctor commercial director Paul Wynn told just-food today (7 November).

The range is also pressure popped, meaning that - at 99 calories per 23g bag - it typically contains less fat than baked or fried varieties.

Crisp Thins are available in four flavours: mild korma, sweet chilli, spicy chipotle and hot wasabi. Wynn said that the line will initially be available in independent outlets, such as health food stores.

The company is, however, working to secure listings with the UK's retail multiples and is in discussions with the supermarket chains, Wynn confirmed.

"It may well go into the major grocery trade in February or March," Wynn said.

This article was originally published on just-food.com on 7 November 2012. For authoritative and timely food business information visit <http://www.just-food.com>.

Katy Askew

Source Citation (MLA 7th Edition)

"UK: Food Doctor launches popped Crisp Thins." *just-food.com* 7 Nov. 2012. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 24

Title: **Frito-Lay Debuts Tostitos Thins Tortilla Chips**

Source: *Food & Beverage Close-Up*, (May 9, 2012):

Document Type: Brief article

Copyright: COPYRIGHT 2012 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

To celebrate the introduction of Tostitos Thins tortilla chips, the latest addition to the Tostitos family, PepsiCo's Frito-Lay division has kicked off a partnership with Courtney Dial-Whitmore for a new online resource -- Tostitos Fiesta 411 -- for planning and creating at-home, cantina-style parties.

According to a release, available exclusively at Target stores nationwide for a limited time, Tostitos Thins tortilla chips are lighter textured and thinner than regular Tostitos tortilla chips, and bring an authentic cantina experience to the comfort of home in two flavors, Lime & Salt and TexMex.

"Tostitos Fiesta 411," which comes to life as a dedicated tab on the Frito-Lay Facebook page, is a festive, online resource where hosts and hostesses can access a range of exclusive, summertime party-planning ideas right at their fingertips. Dial-Whitmore, founder of the entertaining website Pizzazzerle.com, will help fans create their own stylish, personalized fiestas, complete with cantina-inspired cocktails, crowd-pleasing appetizers and festive decor and party favors perfect pairings with Tostitos Thins tortilla chips.

"Tostitos knows how to party, so bringing the brand's social flare together with an expert like Courtney Dial-Whitmore is the perfect way to prepare for a fun-filled summer," said Christina Menendez, senior director of marketing, Frito-Lay North America. "Combining expert party pointers with our new Tostitos Thins chips is a sure way to bring the fiesta home."

The debut of the party-planning tool is timed with the introduction of the new Tostitos Thins tortilla chips, which are made from corn that is stone-ground for a light and crispy texture and then lightly dusted with special seasonings to create the two flavors. Tostitos Thins tortilla chips are now available exclusively at Target stores nationwide through mid-July. While their authentic flavors can stand on their own, they are perfect for pairing with party beverages, as well as dips and appetizers.

"Party season is now upon us, so I was thrilled to join forces with Tostitos to kick off the fiesta in a way that is easy and fun," said Courtney Dial-Whitmore. "Entertaining is my passion, and I know the same can be said for Tostitos, so it was a natural partnership I hope everybody enjoys."

More information:

www.facebook.com/FritoLay

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"Frito-Lay Debuts Tostitos Thins Tortilla Chips." *Food & Beverage Close-Up* 9 May 2012. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 25

Title: **Pleasing pretzels: there's more than one way to coat a pretzel and some manufacturers are leaving the simple salt behind for bolder, richer and even sweeter options for the popular snack item**

Author(s): Jen Roth

Source: *Snack Food & Wholesale Bakery*, 101.5 (May 2012): p30.

Document Type: Article

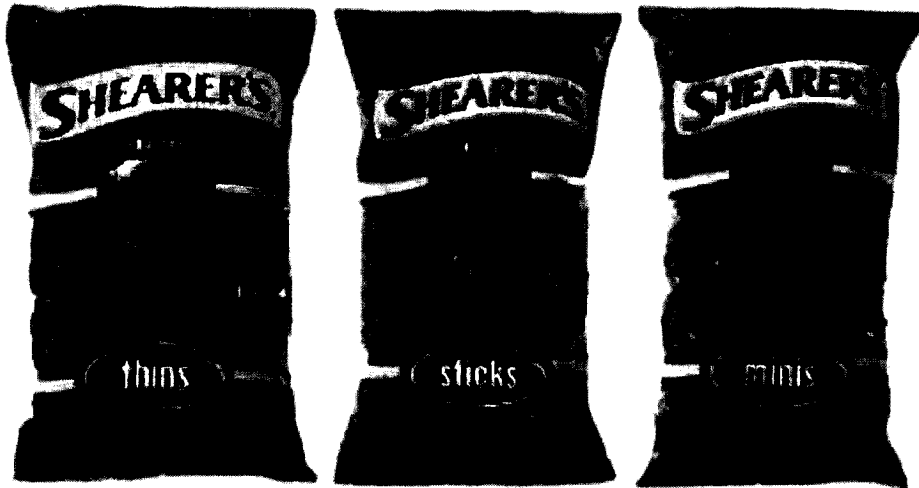
Copyright: COPYRIGHT 2012 BNP Media
www.snackandbakery.com

Full Text:

These days, pretzels aren't just your average bar snack. Manufacturers are producing their savory snacks with a bit of a twist, reaching the consumers who crave bolder flavors, a better-for-you snack or an innovative accompaniment to an everyday meal.

"Pretzels are a \$752-million category within the food channel," says Jeff Blinczyk, vice president of marketing and shopper insights for Shearer's Foods. "Regular or original salted pretzels represent more than 50% of total sales."

[ILLUSTRATION OMITTED]



[This Record Continues on the Following Page.]

[ILLUSTRATION OMITTED]

The Brewster, Ohio-based company specializes in the original snack producing standard favorites such as Pretzel Thins, Pretzel Minis, Pretzel Sticks and Pretzel Rods. For something a little more gourmet, the company also offers Honey Wheat and Butter Braided pretzels.

A great pretzel is every manufacturer's goal, but putting a new twist on an old classic is more difficult to achieve.

"You have the unhealthy end of the spectrum that is showing a lot of growth with products such as chocolate-covered pretzels and season-coated pretzel pieces," says Justin Spannuth, COO of Unique Pretzel Bakery, Inc. "You also have the other end of the spectrum showing nice growth with products being organic and having higher content of whole grains. But as always, the consumer is just looking for something different that tastes better than what they currently buy."

The Reading, Pa.-based company offers Pretzel Shells, arguing that the crunchy, salty exterior of the pretzel is the best part. The company uses a split-open baking process to make its hollow pretzels.

"Our new Pretzel Shells are, what we feel, the best tasting pretzel on the market," says Spannuth. "They are also small enough to grab by the handful for kids, teens and on-the-go consumers."

Not ignoring the health market, Unique Pretzel Bakery, Inc. also produces Essential Eating 100 Percent Whole Grain Sprouted Splits. Made with organic extra virgin olive oil, the crunchy crisps offer 25 g. of whole grain per serving.

"Outside of the Northeast U.S., pretzels have a bad rap of being tasteless and dry," says Spannuth. "We have always made products that are crunchy and flavorful."

While some consumers are satisfied with the pretzel taste and crunch they've come to know and love, others are looking for something a little bolder. Snyder's-Lance, Hanover, Pa., answered that call with its new Snyder's of Hanover Bacon Cheddar Pretzel Pieces. The heartily-seasoned pretzel chunks join existing options Sea Salt and Cracked Pepper, Three Cheese Medley Nibblers, Jalapeno, Honey Mustard and Onion, Cheddar Cheese, Buttermilk Ranch and the popular Hot Buffalo Wing.

[Article reprint on the following page.]

Market Trends Pretzels

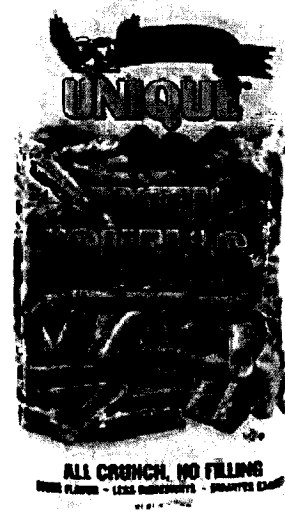
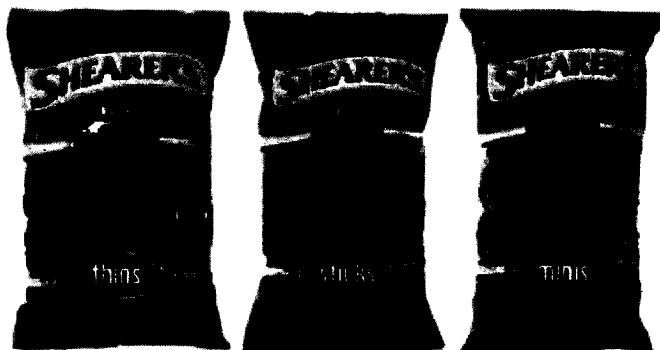
Pleasing Pretzels

There's more than one way to coat a pretzel and some manufacturers are leaving the simple salt behind for bolder, richer and even sweeter options for the popular snack item.

Jen Roth, Contributing Writer

These days, pretzels aren't just your average bar snack. Manufacturers are producing their savory snacks with a bit of a twist, reaching the consumers who crave bolder flavors, a better-for-you snack or an innovative accompaniment to an everyday meal.

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Continued on page 32

Magazine # 26

Title: Nonni's foods Acquires THINaddictives premium cookies

Source: *Snack Food & Wholesale Bakery*. 101.3 (Mar. 2012): p8.

Document Type: Brief article

Copyright: COPYRIGHT 2012 BNP Media
www.snackandbakery.com

Full Text:

Nonni's Foods LLC, a Chicago-based baker of premium biscotti, acquires THINaddictives Almond Thins from V.I.S. Inc., Montreal. The purchase includes the THINaddictives brand, which currently features Cranberry Almond, Pistachio Almond and Chocolate Almond cookies, and V.I.S.'s state-of-the-art baking facility in Ville Saint-Laurent, Que.

"The THINaddictives brand is a strong strategic fit with Nonni's, which complements our successful biscotti business and allows us to expand into the fast-growing thin cookie segment, giving us two growth brands within the premium cookie category," says Nonni's Foods' CEO Dave Bere.

Nonni's Biscotti is sold nationally through grocery, club, mass and drug channels. Majority-owned by private equity firm Wind Point Partners, Nonni's Foods has experienced significant growth over the past seven years and recently added Biscotti Bites and Mini Biscotti to its long-stick biscotti product line.

Source Citation (MLA 7th Edition)

"Nonni's foods Acquires THINaddictives premium cookies." *Snack Food & Wholesale Bakery* Mar. 2012: 8. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Business Briefs

News

Nonni's Foods Acquires THINaddictives Premium Cookies

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suppliers

Rheon USA, a manufacturer of encrusting machines and dough sheeters, held a grand opening celebration at its new Irvine, Calif., office on Feb. 2. Located at 2 Doppler, the facility features a large lab that can accommodate additional equipment, as well as space for seminars, equipment demonstrations and more. The celebration included a seminar, equipment demonstrations and a discussion of trends in the bread market.

Rehrig Pacific Logistics, a wholly-owned subsidiary of Rehrig Pacific Co., launches www.rehriglogistics.com. The web site features intuitive navigation for easy use, content written by the company's reverse logistics industry experts and a short video about sustainable supply chains. It also enables visitors to follow the company on Facebook, Google+, LinkedIn, Twitter and YouTube.

* * * * *

Magazine # 27

Title: Nature Valley granola thins

Source: *Candy Industry*. 177.2 (Feb. 2012): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2012 BNP Media
<http://www.candyindustry.com>

Full Text:

General Mills, Golden Valley, Minn.

www.generalmillsconvenience.com

(800) 767-5404

An indulgent 80-calorie granola snack, Nature Valley granola thins are available in both dark chocolate and dark chocolate peanut butter. The thins are 100% natural, made with delicate, crispy toasted granola and dark chocolate. Aimed at convenience store retailers, General Mills says they offer incremental sales opportunities and build on the success of Nature Valley granola bars.

Ingredients: (Dark Chocolate) whole grain oats, sugar, vegetable oil (canola, palm kernel, palm), rice flour, high maltose corn syrup, cocoa, honey, rice maltodextrin, salt, soy lecithin, milk, baking soda, malt extract, natural flavor.

S.R.P.: (.6-oz. square) \$0.69

[ILLUSTRATION OMITTED]

Source Citation (MLA 7th Edition)

"Nature Valley granola thins." *Candy Industry* Feb. 2012: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Nature Valley Granola Thins

General Mills, Golden Valley, Minn.
www.generalmillsconvenience.com
(800) 767-5404

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S.R.P.: (.6-oz. square) \$0.69



30 RETAIL CONFECTIONER February 2012

Magazine # 28

Title: **General Mills Inc**
Source: *The Food Institute Report*. 85.1 (Jan. 9, 2012): p3.
Document Type: Brief article
Copyright: COPYRIGHT 2012 The Food Institute
<http://www.foodinstitute.com>

Full Text:

GENERAL MILLS INC., Minneapolis, is rolling out Nature Valley Protein Bars, featuring 10 grams of protein and five grams of fiber per serving. The bars, with less than 200 calories, are available in two flavors: Peanut Butter Dark Chocolate & Peanut and Almond & Dark Chocolate. Also, General Mills will soon be adding new flavors to its Granola Thins and Fiber One snack bar lines. These items contain 90 calories or less per serving. For more new General Mills products, see page 2.

Source Citation (MLA 7th Edition)
"General Mills Inc." *The Food Institute Report* 9 Jan. 2012: 3. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 29

Title: **BRITANNIA LAUNCHES GOODIES FOR HEALTH CONSCIOUS (and diabetics)**
Source: *India Business Insight*. (Dec. 31, 2011):
Document Type: Brief article
Copyright: COPYRIGHT 2011 Informatics (India) Ltd.
<http://www.ibid.informindia.co.in/aboutibid.asp>

Full Text:

Britannia Industries has launched two snacks in the health food segment.
It has introduced Nutri-Choice Thins and Nutri-Choice Roasty aimed at health conscious people and diabetics.
The products will be available in packs at prices ranging from Rs10 to Rs35.

Source Citation (MLA 7th Edition)
"BRITANNIA LAUNCHES GOODIES FOR HEALTH CONSCIOUS (and diabetics)." *India Business Insight* 31 Dec. 2011. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 30

Title: **Rude Health targets dieters with Thins line**

Source: *Grocer*, 234.7995 (Mar. 5, 2011): p28.

Document Type: Brief article

Copyright: COPYRIGHT 2011 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Rude Health has ventured beyond cereals with a range of healthy Thins.

The company launched Oaty Thins ([pounds sterling]1.99), Multigrain Thins ([pounds sterling]1.99) and Rice Thins ([pounds sterling]1.69) into Waitrose last week.

Company MD Nick Barnard said the 25 calorie-per-slice snacks, which contain organic whole-grains, would be an alternative to rice cakes for diet-conscious consumers.

"There has been lots of success with premium, hand-cooked crisps," he said. "Rude Health has spotted an opportunity to make higher quality, better tasting alternatives to rice cakes and crackers."

Source Citation (MLA 7th Edition)

"Rude Health targets dieters with Thins line." *Grocer* 5 Mar. 2011: 28. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

David Taylor.

"Cadbury has been very protective about the whole

to consumers - we have already had to step up production to meet demand."

wispa is already available as a McFlurry ice cream flavour in McDonald's.

ansorbe
NPD will
new TV.

to take on salad cream



Branston Salad Cream with a Twist comes in three variants

Premier Foods launched Branston Relish in 2005 and it now claims to have a 62% share of the £11m category, while Branston Mayo hit £2.9m in first year sales after launching in May 2009 [SymphonyIRI].

Salad cream sales were down 4.6% to £57m in the last year [SymphonyIRI].

Rude Health targets dieters with Thins line

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"There has been lots of success with premium, hand cooked crisps," he said. "Rude Health has spotted an opportunity to make higher quality, better-tasting alternatives to rice cakes and crackers."

Crabbie's soft line-up is extended

Halewood International is adding two variants to its John Crabbie's soft drinks range to tap growth in non-alcoholic adult drinks.

John Crabbie's Ginger Beer Diet and Twist of Orange are rolling out now in 70cl sharing bottles and 330ml single serves (rsp: £2.49 and £1.29).

The diet version contains



Crabbie's soft drinks: an alternative to traditional

just one serving.

45 calorie John Cra which w

November The di recomm chilled o tioned a native to drinks

"Cons ingly loc tives to: led to re: sumptio Clark, he Halewo

Other Crabbie' Alcoholi Cloudy C

Magazine # 31

Title: **Flat is where it's at, says warbies in new venture**

Author(s): Alex Beckett

Source: *Grocer*, 233.7984 (Dec. 4, 2010): p26.

Document Type: Brief article

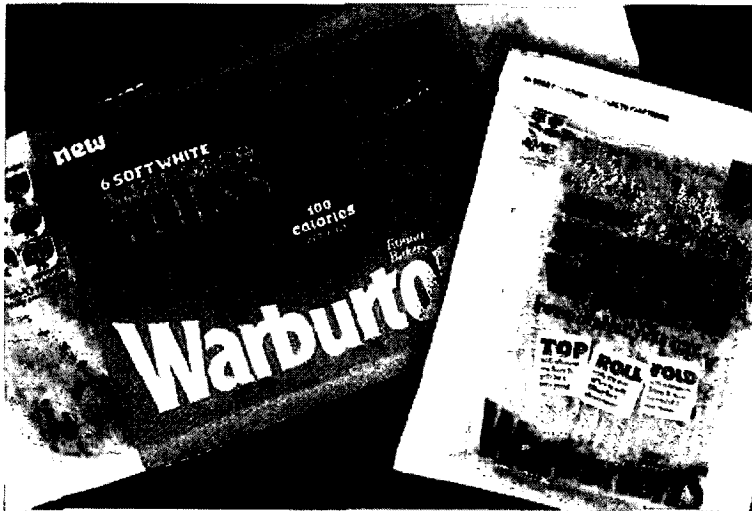
Copyright: COPYRIGHT 2010 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Having ventured into bagged snacks and gluten-free bakery, Warburtons is now making its first foray into wraps and flatbreads.

Britain's biggest bread supplier is introducing Square-ish Wraps and Sandwich Thins to the bread aisles from February.

Square-ish Wraps (rsp: [pounds sterling]1.45 per six-pack) are designed to be used as a lighter alternative to sandwiches and come in resealable packs with a nine-day shelf life. Sandwich Thins (rsp: [pounds sterling]1.19 per six-pack) boast the same shelf life and are soft, white flatbreads containing 100 calories. One Sandwich Thin could be used to make a less calorific sandwich than one made with two slices of normal bread, claimed the bakery.



Thinking thin: wraps and flatbreads are growth areas

[Article reprint on the following page.]

news PRODUCTS



Roots & Wings has put together a six-strong range

Posh biscuits from Roots & Wings

Roots & Wings has extended its organic menu with a range of posh biscuits in time for the festive season.

The six-strong range includes Toffee Caramel, Crunchy Oaten & Wheat, All Butter Shortbread and Sicilian Lemon Biscuits (rsp: £1.99/200g). Chocolate-covered options of ginger and orange (rsp: £1.15/120g) complete the line-up.

Headed by former CEO of Duchy Originals Belinda Goding, the company is donating 10% of its first-year profits to kids charities The Ickle Pickle Partnership and Whizz-Kids.

Flat is where it's at, says Warbies in new venture

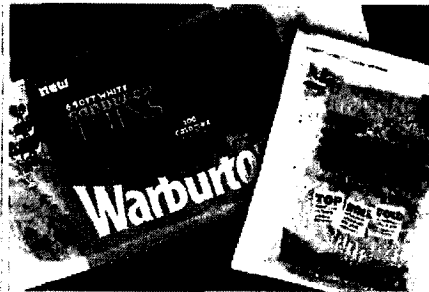
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The new lines would act



Thinking thin: wraps and flatbreads are growth areas

as a "vehicle" to entice younger shoppers who wanted more modern offerings from the bakery category, said Warburtons marketing director Richard Hayes, citing a 16.9% sales growth to £80.2m for the sandwich alternatives category (Nielsen 52w/e 7 October 2010).

"Wraps and flatbreads are also growing astronom-

ically in the US and, as brand leader in bread, it is our responsibility to focus on such growth areas in the UK," said Hayes.

Discovery Foods and Mission are currently the lead brands in wraps and flatbreads but have a Mexican food positioning.

Hayes expected Warburtons to recruit a greater number of consum-

ers owing to its "larger scale and brand name". The launch would also help the Bolton bakery to accelerate its national distribution programme, he added.

"In certain places in the country, including London, there are ethnic communities that don't eat so much sliced bread and toast and are more familiar with flatbread styles," he said.

"Independent stores in metropolitan areas require breads that major bakeries haven't catered for. This is part of our imperative to grow nationally."

Warburtons will support the launches with a £2m marketing campaign early next year, including TV ads and sponsorship of food shows, to highlight serving suggestions and encourage consumers to make the most of the versatility of the products.

Magazine # 32

Title: Nature Valley Releases Granola Thins

Source: Entertainment Close-up, (July 1, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

Nature Valley said it is taking aim at the granola bar aisle this summer with a "new, 100 percent natural treat."

Nature Valley Granola Thins, the company said, are granola squares, available in Dark Chocolate and Peanut Butter flavors.

Individually packaged, Granola Thins feature ingredients such as whole grain rolled oats, roasted peanuts and honey. With crispy granola on one side, and creamy peanut butter or dark chocolate flavor on the other, the company said that Granola Thins are ideal for satisfying mid-afternoon cravings. They contain 80 or 90 calories per square.

"People are looking for smart snack options that still satisfy those sweet cravings they might otherwise find in something heavier and less wholesome," said David Wilson, associate marketing manager for Nature Valley. "New Nature Valley Granola Thins are the perfect 100 percent natural afternoon pick-me-up. Granola Thins are a uniquely sweet, yet wholesome snack with a texture like nothing else in the granola aisle."

According to a release, Nature Valley Granola Thins are sold in 6-ounce boxes, containing 10 individually wrapped Thins, at a suggested retail price of \$3.59. The product can be found in the granola aisle alongside other Nature Valley products in select markets. It will be available nationwide beginning in June.

Nature Valley consists of five granola bar lines: Crunchy Granola Bars, Chewy Trail Mix Bars, Yogurt Granola Bars, Sweet & Salty Nut Granola Bars and Roasted Nut Crunch Bars.

General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Haagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, and Muir Glen.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"Nature Valley Releases Granola Thins." *Entertainment Close up* 1 July 2010. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 33

Title: Nature Valley Brings Out Granola Thins

Source: *Food & Beverage Close-Up*. (June 23, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 Close-Up Media, Inc.
<http://www.closeupmedia.com/>

Full Text:

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General Mills operates in over 100 countries and markets more than 100 consumer brands, including Cheerios, Haagen-Dazs, Nature Valley, Betty Crocker, Pillsbury, Green Giant, Old El Paso, Progresso, Cascadian Farm, and Muir Glen.

((Comments on this story may be sent to newsdesk@closeupmedia.com))

Source Citation (MLA 7th Edition)

"Nature Valley Brings Out Granola Thins." *Food & Beverage Close-Up* 23 June 2010. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 34

Title: **US: General Mills extends Nature Valley range**

Source: just-food.com, (June 22, 2010):

Document Type: Brief article

Copyright: COPYRIGHT 2010 AROQ Limited
<http://arog.com/>

Full Text:

Byline: just-food.com

General Mills has extended its Nature Valley range with the addition of a sweet snack variant for the US market.

Nature Valley Granola Thins are "crispy" granola squares available in dark chocolate and peanut butter flavours, the firm said yesterday (21 June).

"People are looking for smart snack options that still satisfy those sweet cravings they might otherwise find in something heavier and less wholesome," David Wilson, associate marketing manager for Nature Valley said.

Nature Valley Granola Thins are sold in 6oz boxes, containing ten individually wrapped Thins, at a suggested retail price of US\$3.59.

This article was originally published on just-food.com on 22 June 2010. For authoritative and timely food business information visit <http://www.just-food.com>.

[just-food.com](http://www.just-food.com)

Source Citation (MLA 7th Edition)

"US: General Mills extends Nature Valley range." *just-food.com* 22 June 2010. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 35

Title: **Tell VT: what's your favorite gluten-free nosh?**

Source: *Vegetarian Times*. .371 (Oct. 2009): p12.

Document Type: Brief article

Copyright: COPYRIGHT 2009 Active Interest Media. All Rights Reserved.
<http://www.aimmedia.com/>

Full Text:

The Inspired Cookie makes wonderful GF vegan deliciousness!--SARAH

As a dietitian working with families following a GFCF diet, I like to keep it simple. A favorite nosh of both children and parents is popcorn. Heat up a little olive oil in a saucepan, cover the bottom with corn kernels, put a lid on, and shake!--AMBER

Mary's Gone Crackers and Nut Thins!

--ANDREA, VIA FACEBOOK

Erin McKenna's brownies in the BabyCakes cookbook. I bake them in a 9-inch square pan, which makes 16 fudgy, decadent, totally sexy brownies. Gluten free and full o' love.

--KRISTINE

Pamela's Products Chunky Chocolate Chip Cookies! Can't have just one.--RUMI

I love Mr. Krispers Rice Crisps and Good Health Natural Products Polenta Corn Chips!

--JANAH

Ina Garten's recipe for chocolate sorbet. It is gluten-free and dairy-free, with a real hit of pure chocolate flavor.--KYRA

Sorella Bakery Biscottines. These mini biscotti are great to have on hand for impromptu morning coffee with friends.--COURTNEY

It's not even cooked, but one of my all-time favorite snacks is toasted almonds and raisins!--HILDE

Flourless peanut butter cookies!--LIBBY

Source Citation (MLA 7th Edition)

"Tell VT: what's your favorite gluten-free nosh?" *Vegetarian Times* Oct. 2009: 12. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 36

Title: Shearer's adds pretzel items to lineup
Source: *Professional Candy Buyer*, 17.3 (May-June 2009): p13.
Document Type: Brief article
Copyright: COPYRIGHT 2009 M2Media360
<http://www.candybusiness.com/archive.asp>

Full Text:

BREWSTER, OH -- Shearer's Foods, Inc. debuts three pretzel products produced at the company's recently acquired manufacturing plant in Canonsburg, PA. One-pound bags of Thins, Minis and Sticks carry a SRP of \$2.79 and feature packaging in bright, harvest colors, which has been unveiled for Shearer's entire pretzel line up. "This acquisition expands Shearer's capabilities and allows us to enhance our offerings in the pretzel category, including our private label and contract manufacturing customers," says Scott W. Smith, president. Circle No. 347 On Reader Reply Card.

Source Citation (MLA 7th Edition)

"Shearer's adds pretzel items to lineup." *Professional Candy Buyer* May-June 2009: 13. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

NEWS & TRENDS

McDaniel Replaces McEldowney At Mayfair

BUFFALO, NY — Retiring Tzetz Bros./Mayfair Sales, Inc. President Roger McEldowney will assume the company's new senior strategic advisor role, while Keith McDaniel steps in as president.

McEldowney is credited by the company as being "instrumental in growing it into a unique dual business as a regional bulk solution for the grocery class of trade, and a national packer of confections in private label and Mayfair branded products for all classes of trade."

His industry contributions, including time served on the board of directors and

executive board of the National Confectioners Association, were recognized with his 1999 induction into the Candy Hall of Fame.

McDaniel most recently served as the company's vice-president of purchasing and has been with Mayfair for 18 years.

The company also names Jerry Tubbs national sales manager, and Jim Lorimer director of marketing



Keith
McDaniel

Shearer's Adds Pretzel Items To Lincup

BREWSTER, OH — Shearer's Foods, Inc. debuts three pretzel products produced at the company's recently acquired manufacturing plant in Canonsburg, PA. One-pound bags of Thins, Minis and Sticks carry a SRP of \$2.79 and feature packaging in bright, harvest colors, which has been unveiled for Shearer's entire pretzel line up. "This acquisition expands Shearer's capabilities and allows us to enhance our offerings in the pretzel category, including our private label and contract manufacturing customers," says Scott W. Smith, president.

Circle No. 347 On Reader Reply Card.

Magazine # 37

Title: **Flavor still top priority for snack consumers**

Source: MMR, 26.7 (Apr. 13, 2009): p30.

Document Type: Brief article

Copyright: COPYRIGHT 2009 Racher Press, Inc.
<http://www.massmarketretailers.com/>

Full Text:

NEW YORK -- Health and wellness may be an increasingly important concern for more and more consumers, but when it comes to snacks, flavor still trumps all, it would seem.

To be sure, there is no shortage of healthful snacks hitting store shelves. For example, Blue Diamond Growers last month introduced Nut Thins, which are made from rice flour and nuts with no added wheat or gluten and no trans fat. Available in almond, hazelnut, pecan, smokehouse, cheddar cheese and country ranch flavors, Nut Thins provide six grams of protein per serving.

[ILLUSTRATION OMITTED]

Blue Diamond is enjoying substantial success with its approach, which has made it the No. 2 brand in the snack nuts category, according to data compiled by Information Resources Inc. (IRI) from food, drug and discount outlets (excluding Wal-Mart Stores Inc.) for the 12 weeks ended February 22. Blue Diamond achieved a 12% sales increase, while the overall category declined 2.7%.

Results among healthful snack segments were uneven during the IRI reporting period. Sunflower/ pumpkin seeds were up a solid 7% in dollar sales, but granola bars declined 2% and all other snack/granola bars plunged 29%. On the other hand, nutritional/ intrinsic health value bars, a segment that includes such brands as Kellogg Co.'s Special K Protein bars and Atkins Nutritionals Inc.'s Atkins Advantage bar, managed a 5% increase.

Traditional salty snacks, meanwhile, appear to be suffering no erosion of popularity at all. Cheese snacks saw sales jump nearly 15%, led by the venerable Cheetos brand from Frito-Lay Inc., which grew sales by nearly 24%. Potato chips showed similar strength, with sales climbing nearly 14%, as several brands generated strong double-digit sales increases.

Other salty snack segments--including pretzels, corn snacks, pork rinds and ready-to-eat popcorn/caramel corn--were all up in solid single digits, according to IRI. Clearly, as studies are revealing, while shoppers may be trying to eat more healthful snacks, they are not forsaking old favorites.

Source Citation (MLA 7th Edition)

"Flavor still top priority for snack consumers." *MMR* 13 Apr. 2009: 30. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

die is overcome by fewer than 25% of new launches.

The vast majority of new items are usually extensions of established brands, and that trend is being reinforced by a growing reluctance on the part of consumers to experiment with the unknown. For example, the No. 1 pacesetter, Gatorade's G2, is a low-calorie version of the original sports drink, while No. 8 Pepsi Max adds ginseng and extra caffeine.

While Americans may be eating at home more, convenience still rules, as reflected by the success of fifth-ranked Hormel Compleats self-serve dinners, No. 6 DiGiorno Ultimate frozen pizza and Tyson Any Tizers, the ninth-ranked pacesetter. The third- and fourth-ranked pacesetters marry convenience with nutritional value: Healthy Choice Café Steamers and Progresso Light soups.

As Berlack pointed out, however, consumers are not willing to forsake all indulgences. No. 2 Dunkin' Donuts Coffee, seventh-ranked Smirnoff Ice Flavors and Doritos Collisions, the 10th-ranked pacesetter from Frito Lay Inc., all appeal mainly through

Flavor Still Top Priority for Snack Consumers

NEW YORK — Health and wellness may be an increasingly important concern for more and more consumers, but when it comes to snacks, flavor still trumps all, it would seem.

To be sure, there is no shortage of healthful snacks hitting store shelves. For example, Blue Diamond Growers last month introduced Nut Thins, which are made from rice flour and nuts with no

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Other salty snack segments — including pretzels, corn snacks, pork rinds and ready-to-eat popcorn/caramel corn — were all up in solid single digits, according to IRI. Clearly, as studies are revealing, while shoppers may be trying to eat more healthful snacks, they are not forsaking old favorites.



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Magazine # 38

Title: **Sneaky subs**

Author(s): Samantha B. Cassetty

Source: Good Housekeeping, 248.3 (Mar. 2009): p40.

Document Type: Brief article

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<http://www.hearst.com>

Full Text:

[ILLUSTRATION OMITTED]



Q: Which of the following contains artificial sweeteners?

A. Quaker High Fiber Instant Oatmeal Maple & Brown Sugar



C. Quaker
Quakes
Caramel
Corn Rice
Snacks

[ILLUSTRATION OMITTED]



D. Minute
Maid Fruit
Flats Tropical
Water
Beverage

B. Arnold Select 100% Whole Wheat Sandwich Thins

[Article reprint on the following page.]

Sneaky Subs

Q: Which of the following contains artificial sweeteners?



A. Quaker High Fiber Instant Oatmeal Maple & Brown Sugar



B. Arnold Select 100% Whole Wheat Sandwich Thins



C. Quaker Quakes Caramel Corn Rice Snacks

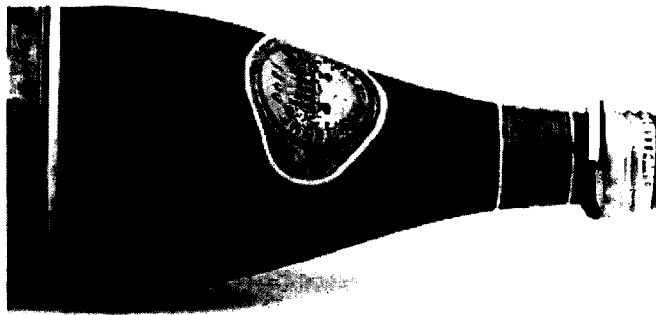


D. Minute Maid Fruit Falls Tropical Water Beverage



E. Kellogg's Extra Fiber All-Bran

A: All of the above. Despite claims like “naturally flavored”—and even a name that includes the word sugar—these products all contain low-cal sweeteners. Scan ingredient lists for **sucralose** (Splenda), **acesulfame potassium** or **acesulfame-K** (Sweet One), **aspartame** (Equal), or **saccharin** (Sweet’N Low). These substitutes are safe, but if you prefer not to eat them or want your kids to avoid them, you need to look for the sweeteners in places you’d never expect them to be.



BEST WATER FOR WEIGHT CONTROL
To control your appetite, carbonation produces gastric bubbles that fill your tummy into thinking you’re full. So if you want bubbly, try seltzer with white wine spritzer. It’s less than a regular glass of wine.

Source: University of Oxford and University of California

Magazine # 39

Title: **Tex-Mex flavor tortilla chips debut**

Source: *Professional Candy Buyer*, 17.2 (March-April 2009): p34.

Document Type: Brief article

Copyright: COPYRIGHT 2009 M2Media360
<http://www.candybusiness.com/archive.asp>

Full Text:

ON THE BORDER Southwest Thins tortilla chips are from Truco Enterprises. The chips have stone ground white corn and southwest seasoning for a Tex-Mex flavor. They have no cholesterol, preservatives, trans fat, artificial colors or flavors and are gluten free. The chips come in 11-ounce bags with a SRP of \$3.79, shipping 12 per case.

[ILLUSTRATION OMITTED]

Circle No. 223 On Reader Reply Card.

Source Citation (MLA 7th Edition)

"Tex-Mex flavor tortilla chips debut." *Professional Candy Buyer* Mar.-Apr. 2009: 34. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

The company also adds its first savory Special K offering with Special K Crackers. The product is directed at better-for-you snackers, with 90 calories per eight grams of whole grains per serving. They come in Italian Tomato & Herb and Multi-Grain flavors and pack in eight-ounce boxes and 90-calorie pouches, which ship six per box.

Circle No. 220 On Reader Reply Card.

Top Brands Add Flavor To Sunflower Seeds

THEANASI FOODS LLC introduces BIGS brand Sunflower Seeds, jumbo-size sunflower seeds in a range of co-branded flavors.

The line features Original Salted & Roasted, Frank's Red-Hot Buffalo Wings, Classic Dill Pickle, Zesty Ranch and Bacon Salt brand Sizzlin' Bacon. They pack in 5.35-ounce reclosable window bags with a SRP of \$1.69, shipping 12 per case.

Circle No. 221 On Reader Reply Card.



Tex-Mex Flavor Tortilla Chips Debut

ON THE BORDER Southwest Thins tortilla chips are from Truco Enterprises. The chips have stone ground white corn and southwest seasoning for a Tex-Mex flavor.

They have no cholesterol, preservatives, trans fat, artificial colors or flavors and are gluten free. The chips come in 11-ounce bags with a SRP of \$3.79, shipping 12 per case.

Circle No. 223 On Reader Reply Card.



Magazine # 40

Title: Double dipping

Author(s): Richard Turcsik

Source: *Grocery Headquarters*, 75.1 (Jan. 2009): p90.

Document Type: Brief article

Copyright: COPYRIGHT 2009 MacFadden Communications Group LLC
<http://www.macfad.com/>

Full Text:

HERE'S A WAY TO INCREASE PERISHABLES IMPULSE SALES--stock a line of high margin chips and salsa in the deli department, like the On the Border Southwest Thins tortilla chips being introduced by Dallas-based Truco Enterprises, LP.

Licensed from restaurant operator Brinker International, Truco produces On the Border brand salsa, tortilla chips, margarita mix and queso cheese dip. "In this business, many of our DSD partners have their own tortilla chip and to place On the Border tortilla chips next to their own tortilla chips would be a conflict of interest, so that led us to create a direct program in which we bypass DSD," Down Grosvenor, vice president of marketing, tells *Grocery Headquarters*. "By bypassing DSD I'm able to deliver a greater benefit to the retailer financially and I'm able to lower the price to the consumer," she says.



[Article reprint on the following page.]

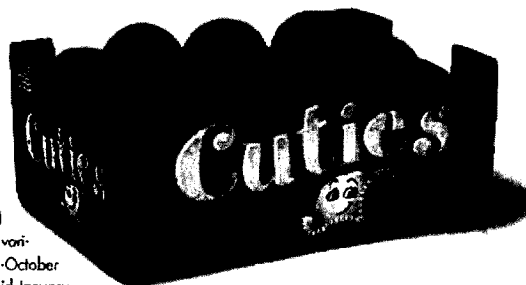


California Cuties

CUTIES, A DOMESTIC VARIETY OF CLEMENTINE MANDARIN ORANGES, ARE BACK IN TOWN.

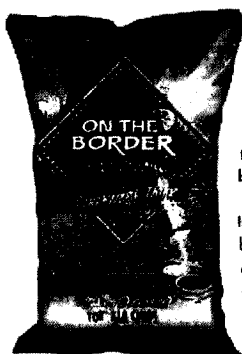
The result of a joint partnership between Los Angeles-based Paramount Citrus and Sun Pacific, Cuties consist of two different varieties of fruit. Clementines mandarins, available from mid-October through April, and W. Murcott mandarins, harvested from mid-January through April. Both are virtually identical in taste, texture and quality.

Before a mandarin can earn a Cuties label, it must meet rigorous standards for sweetness, peelability and absence of seeds. For sweetness, Cuties must maintain a minimum of 10 brix/ratio. According to the growers, unlike some imported fruits, Cuties are never "treated," so their sweetness is 100% natural.



Cuties are packaged in 5-pound boxes and 3-pound bags. Pricing is on parity with imported Clementines. "The 5-pound box is the standard, but the up-and-coming size is the 3-pound bag, which makes a lot of sense for smaller homes," says Dominic Engels, vice president of marketing, at Paramount Citrus.

For more information, visit www.cutiescitrus.com.



Double dipping

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Licensed from restaurant operator Brinker International, Truco produces On the Border brand salsa, tortilla chips, margarita mix and queso cheese dip. "In this business, many of our DSD partners have their own tortilla chip and to place On the Border tortilla chips next to their own tortilla chips would be a conflict of interest, so that led us to cre-

ate a direct program in which we bypass DSD," Dawn Grosvenor, vice president of marketing, tells Grocery Headquarters. "By bypassing DSD I'm able to deliver a greater benefit to the retailer financially and I'm able to lower the price to the consumer," she says.

"We have started a direct deli program and we also have direct pallet programs and in 2009 this will comprise our primary strategy," Grosvenor says.

A key part of this year's program is the rollout of On the Border Southwest Thins. "Southwest Thins were developed and modeled in recognition that many consumers prefer a thin tortilla chip," Grosvenor says. "We utilize a proprietary blend of a very light cumin spice that is sprinkled on our tortilla chip, which is a proprietary blend of white and yellow corn that is blended into a soft, folding masa, which is then pressed into delicate slices and layered upon trays as if hand-crafted."

The masa is then sent to four co-packers around the country who fry the chip in a trans-fat free oil blend. The chips are then toasted on the line and placed in 11-ounce bags that have a suggested retail of \$3.79.

For more information, visit www.ofbchips.com or call 1-800-471-7723.

SUPPLIER NEWS

FRESHCONEX set: Fresh-cut produce is taking center stage at FRESHCONEX 2009, being held in Germany Feb. 4-6, at the Berlin Exhibition Grounds. In response to strong demand for exhibition space, this year's conference is being held in the larger Hall 2.1. The exhibition area covers the entire fresh-cut trade, including products, processing technologies and specialized packaging, quality and safety. The show is organized by Messe Berlin. www.freshconex.com



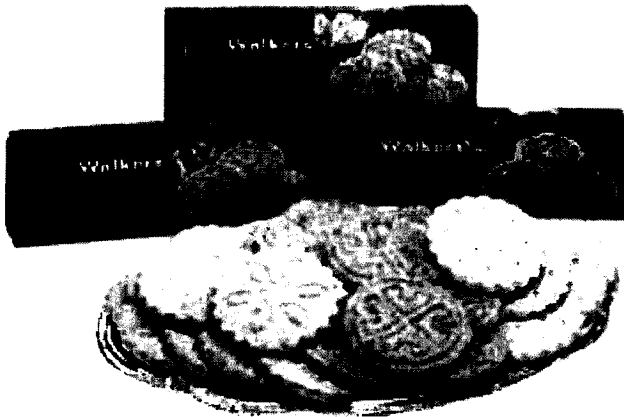
Artichoke prep: Shoppers at the new Kowalski's Market in Eden Mills, got a fresh taste of California in November when Castroville, Calif.-based Ocean Mist Farms served artichoke recipes as part of the store's grand opening. Ocean Mist Farms served 1,000 servings of grilled fresh long-stem artichokes with artichoke hummus. The demo team showed shoppers how to use a potato peeler to remove the outside strands of a long-stem artichoke to prepare for cooking. Once it was cooked the team used a food processor to make artichoke hummus with garbanzo beans. "Having Ocean Mist at Kowalski's brought the entire produce department to life and taught shoppers how to be passionate about artichokes," says Terri Bernis, vice president of fresh food operations at the nine-unit Kowalski's. www.oceanmist.com

Magazine # 41

Title: **More shortbread to our shores**
Author(s): Meghan Grant
Source: Grocery Headquarters, 74.9 (Sept. 2008): p50.
Document Type: Brief article
Copyright: COPYRIGHT 2008 MacFadden Communications Group LLC
<http://www.macfad.com/>

Full Text:

PACKAGED IN THE COMPANY'S SIGNATURE PLAID CARTON, Aberlour-on-Spey, Scotland-based Walkers Shortbread has a new lineup of crunchy snacks for retail shelves. The company is adding a dash of fruit to its cookies with its Shortbread Thins Lemon and Shortbread Thins Raspberry, which come in 4.2-ounce packs with a SRP of \$5.99. Now available in a smaller package, 4.7-ounce packages of Highlander cookies retail for \$4.99. Perfect for entertaining are the Miniature Rounds and Miniature Lemon Hearts, bite-sized versions, at 3.5 ounces and SRP of \$6.99.



[ILLUSTRATION OMITTED]

For more information, visit www.walkersshortbread.com.

Grant, Meghan

Source Citation (MLA 7th Edition)

Grant, Meghan. "More shortbread to our shores." *Grocery Headquarters* Sept. 2008: 50. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

IN THE AISLES BY MEGHAN GRANT

Beech-Nut's promise: no junk

LATHAM, N.Y.-BASED BEECH-NUT BABY FOOD CO. has revamped its line of toddler foods, changing the name from "Table Time" to "Let's Grow!" while adding a "No Junk Promise" to parents. The line, which will include 19 SKUs that cover breakfast, lunch, dinner and snacks, is set to debut this fall. Some of the items in the line include Wakey Flakes cereal and Seven-grain Nibbles, a unique whole-grain snack.

"At Beech-Nut we recognize that moms need more options for convenient and nutritional food for their toddlers that also taste great," says Christoph Rudolf, president and CEO of Beech-Nut Nutrition Corp. "By introducing Beech-Nut Let's Grow! we are offering moms all three, along with the added promise that we're doing our part to cut the unnecessary junk out of their little one's diet." The line will also be free of artificial colors, flavors, MSG and preservatives. Let's Grow! products will be formulated with the vitamins and minerals essential for healthy growth and development, according to company officials.

In support of the product introduction, Beech-Nut will launch its largest multi-million dollar advertising campaign. Company officials say that new items will be added to the line every six months.

For more information, visit www.beech-nut.com.



More shortbread to our shores

PACKAGED IN THE COMPANY'S SIGNATURE PLAID CARTON, Aberlour-on-Spey, Scotland-based Walkers Shortbread has a new lineup of crunchy snacks for retail shelves. The company is adding a dash of fruit to its cookies with its Shortbread Thins Lemon and Shortbread Thins Raspberry, which come in 4.2-ounce packs with a SRP of \$5.99. Now available in a smaller package, 4.7-ounce packages of Highlander cookies retail for \$4.99. Perfect for entertaining are the Miniature Rounds and Miniature Lemon Hearts, bite-sized versions, at 3.5 ounces and SRP of \$6.99.

For more information, visit www.walkersshortbread.com.

Magazine # 42

Title: **Dipping into shared snacks**
Source: *Grocer*, 231.7868 (Aug. 16, 2008): p54.
Document Type: Brief article
Copyright: COPYRIGHT 2008 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

[ILLUSTRATION OMITTED]



Healthy: 34 calories per slice

Ryvita hopes to cash in on the growing trend for dipping snacks with the launch of Ryvita Thins.

Owner Associated British Foods said it has positioned the new Cracked Black Pepper and Multi-Seed flavoured flatbreads at the premium end of the sharing snack market but, at 34 calories a slice, they will also appeal to the health market.

"Consumers will be able to take pleasure in guilt-free snacking more often with Ryvita Thins," said Nigel Nelms, marketing director. "They have been developed to appeal to existing fans as well as bringing new users into the crackers and crisp-bread category."

Source Citation (MLA 7th Edition)

"Dipping into shared snacks." *Grocer* 16 Aug. 2008: 54. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

product news

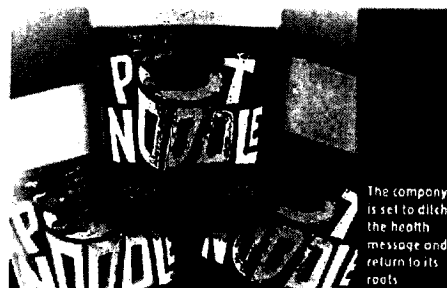
Pot Noodle returns to taste and convenience

David Burrows

Pot Noodle is set to go back to basics with a £1.5m promotion next month targeting its core fans – “young lads who eat McDonald’s and toast,” according to brand owner Unilever.

The company has abandoned its recent health-related marketing message and reverted to a more traditional spin for the country’s biggest-selling potted snack – based on convenience and taste.

“We were never trying to position Pot Noodle as a holier-than-thou product, but the aim was to shake off the ‘slag of all snacks’ image, which we’ve managed to do,” Cheryl Calverley, marketing manager for Pot Noodle, told The Grocer.



The campaign will involve TV, digital and press activity and an on-pack spinning fork giveaway.

Calverley admitted the fork, which saves consumers from having to stir the Pot Noodle, was just a bit of fun and a deliberately “stupid invention” that core consumers would find amusing.

The brand’s quirkiness is

also being played on at the Edinburgh Fringe festival, in a tongue-in-cheek show, Pot Noodle The Musical.

The show has been funded by Unilever but the company has had no involvement in the content. In fact, the brand isn’t mentioned or eaten at all during the one-hour stage act.

The shift in tactics marks a surprising u-turn after the

health-related campaigning of the past two years.

Unilever had spent £20m focusing on allaying consumers’ health fears, with initiatives including a multimedia campaign and product reformulation.

Salt content was reduced by 50% across the range and three new flavours added.

The time and money spent have made little difference to sales. Pot Noodle sales were up just 1.1% to £73m in a market up 4.2% (Nielsen MAT to 14 June 2008).

But Unilever remains upbeat about its iconic brand.

“Sales had previously flattened off, so a year of growth is a good result,” said Calverley. “Pot Noodle is not an easy beast to move.”



Healthy: 88 calories per slice

Dipping into shared snacks

Ryvita hopes to cash in on the growing trend for dipping snacks with the launch of Ryvita Thins.

Owner Associated British Foods said it has positioned the new Cracked Black Pepper and Multi-Seed flavoured flatbreads at the premium end of the sharing snack market but, at 24 calories a slice, they will also appeal to the health market.

“Consumers will be able to take pleasure in guilt-free snacking more often with Ryvita Thins,” said Nigel Nelms, marketing director. “They have been developed to appeal to existing fans as well as bringing new users into the crackers and crispbread category.”

Magazine # 43

Title: **AUS: Campbell completes snack sale**

Source: just-food.com, (May 13, 2008):

Document Type: Brief article, Reprint

Copyright: COPYRIGHT 2008 AROQ Limited
<http://aroq.com/>

Full Text:

Byline: just-food.com

The Campbell Soup Company has completed the sale of its Australian salty snacks brands.

The business, including two production plants and some well-known brands, has been purchased by a group of Australian investors including the senior management of Australian snack group The Real McCoy.

The transaction included the Cheezels, Thins, Tasty Jacks, French Fries, and Kettle Chips brands.

The sale was originally announced at the end of April, when Campbell's president and CEO Doug Conant said the move would strengthen the company's "relentless focus" on simple meals, baked snacks and healthy drinks.

The sale will continue to position Campbell as a high-performing focused food company," Conant added.

The financial details of the deal have not been disclosed.

This article was originally published on just-food.com on 13 May 2008. For authoritative and timely food business information visit <http://www.just-food.com>.

just-food.com

Source Citation (MLA 7th Edition)

"AUS: Campbell completes snack sale." *just-food.com* 13 May 2008. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 44

Title: 5 On the Border Cantina Thins
Source: *Snack Food & Wholesale Bakery*, 97.2 (Feb. 2008): p40.
Document Type: Brief article
Copyright: COPYRIGHT 2008 BNP Media
www.snackandbakery.com

Full Text:

[ILLUSTRATION OMITTED]

Company: Truco Enterprises, Dallas, Texas

5



Web site: www.Truco.com

Introduced: October 2007

Distribution: National

Suggested Retail: \$2.78 for a 12-oz. bag

Product Snapshot: Whole-kernel white corn is cooked, stone-ground and pressed into On the Border's new Cantina Thins, which are lightly baked and hand-cut into irregular triangles before being fried.

Ingredients: White stone-ground corn, vegetable oil, (Contains one or more of the following: canola, corn, partially hydrogenated soybean, or soybean oil), salt and a trace of lime.

Source Citation (MLA 7th Edition)

"5 On the Border Cantina Thins." *Snack Food & Wholesale Bakery* Feb. 2008: 40. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

New Products



5 On the Border Cantina Thins

Company: Truco Enterprises, Dallas, Texas

Web site: www.truco.com

Introduced: October 2007

Distribution: National

Suggested Retail: \$2.78 for a 12-oz. bag

Product Snapshot: Whole-kernel white corn is cooked, stone-ground and pressed into *On the Border's* new Cantina Thins, which are lightly baked and hand-cut into irregular triangles before being fried.

Ingredients: White stone-ground corn, vegetable oil. (Contains one or more of the following: canola, corn, partially hydrogenated soybean, or soybean oil), salt and a trace of lime.

6 Oroweat 100% Whole Grain & Honey Bread

Company: Bimbo Bakeries, Fort Worth, Texas

Web site: www.Oroweat.com

Introduced: October 2007

Distribution: California, Pacific Northwest, Arizona, Las Vegas

Suggested Retail: \$3.50 per loaf

Product Snapshot: Two slices of the new Oroweat 100% Whole Grain & Honey bread provide 6 g. of fiber and a full day's supply of whole grain health.

Flavor comes from the added sweetness of honey and brown sugar. The all-natural product is free from artificial colors, flavors and preservatives, and does not include high-fructose corn syrup.

Ingredients: Whole wheat flour, water, yeast, honey, cracked wheat, brown sugar, wheat gluten, whole rolled oats, salt, molasses, soybean oil, grain vinegar, extract of raisins, soy lecithin, cultured wheat starch.

7 Think5 Bars

Company: Think Products, Ventura, Calif.

Web site: www.ThinkProducts.com

Introduced: November 2007

Distribution: National

Suggested Retail: \$2.79-\$3.29 per bar

Product Snapshot: Each *Think5* bar is made with three cups of vegetables and two cups of fruit, and packed with spinach, broccoli, apples and cranberries. The product also is gluten-free. Each serving contains 130 mg. of Omega-3. Consumers can choose from two flavors: Red Berries and Chocolate Covered Red Berries.

Ingredients (Chocolate Covered Red Berries variety): *Think5* blend (apple powder, carrot powder, sweet potato powder, broccoli powder, spinach leaf powder, watercress powder, soy lecithin, pectin, organic alfalfa grass juice powder, organic spirulina, chlorella [cracked cell], brown rice germ, acerola berry juice powder, beet juice powder, green tea extract, grape seed and skin extract, parsley leaf powder, pea powder), mixed fruit concentrate (peach, pear, pineapple, apple, white grape, raspberry), cranberries, chocolate coating (evaporated cane juice, cocoa powder, chocolate liquor, milk, soy lecithin, natural vanilla), olive oil, ground flaxseeds, evaporated cane juice, natural flavors, salt. Contains soy, milk. Gluten-free.

8 Do-Goodie Brownies

Company: Grayston Bakery, Yorkers, N.Y.

Web site: www.GraystonBakery.com

Introduced: November 2007

Distribution: Sold in select stores nationwide

Suggested Retail: \$2.49 per brownie

Product Snapshot: "How Good Can One Brownie Be?" Just ask Grayston Bakery. Made with rich Belgian chocolate and all-natural ingredients, the company's new *Do-Goodie* brownies come in a variety of flavors, ranging from the original Chocolate Fudge to Walnut Fudge to Espresso Bean to Brown Sugar Blondie. All *Do-Goodie* profits go directly to the Grayston Foundation, which supports jobs, childcare, healthcare and housing for the underprivileged. As Grayston says, "Feed Your Conscience."

All Natural Ingredients (Walnut Fudge variety): Pure cane sugar, butter, cage-free eggs, walnuts, unsweetened chocolate, unbleached flour, semi-sweet chocolate (Belgian chocolate liquor processed with alkali, sugar, emulsifier, soy lecithin), vanilla extract, salt. This product contains milk, soy, eggs, tree nuts and wheat. Processed in a plant that manufactures products containing tree nuts.

Magazine # 45

Title: **UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours**

Source: *Grocer*, 230.7807 (June 2, 2007): p66.

Document Type: Brief article

Copyright: COPYRIGHT 2007 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours. The new product is positioned as an everyday snack with natural ingredients. The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb. The crackers are priced at 89p and are designed to be eaten with a variety of dips or on their own.

Source Citation (MLA 7th Edition)

"UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's Savours." *Grocer* 2 June 2007: 66. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]



UBUK attempted to inject energy into the savoury snacks market earlier this year by introducing a new range of crackers under its Jacob's brand called Jacob's

Savours. The new product is positioned as an everyday snack with natural ingredients. The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb. The crackers are priced at 89p and are designed to be eaten with a variety of dips or on their own.

Walkers cheese & onion crisps was one of the first products to carry the Carbon Trust's mark, from last month. Persico is supporting the

focus on.

according to Mintel.

Manufacturers are offering a wider range of pack sizes and multipack formats to appeal to as many consumers as possible. Lower-fat/low-calorie crisps and crisps targeted at children tend to be in smaller packs; value-added crisps targeted at men are in a larger format; while multipacks in the leading supermarkets range in size from four to 30 bags.

But snacking is not, of course, just a stay-at-home affair. It is split almost equally between eat-now and eat-at-home - 52% to 48% - and suppliers know

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Magazine # 46

Title: **Jacob's savours natural crackers**

Source: Grocer, 230.7799 (Apr. 7, 2007): p46.

Document Type: Brief article

Copyright: COPYRIGHT 2007 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

United Biscuits is the latest manufacturer attempting to inject energy into the savoury snacks market.



The company is introducing a new range of crackers under its Jacob's brand called Jacob's Savours, which will be positioned as an everyday snack with natural ingredients.

The range offers two types of seasoned cracker: Jacob's Thins, which are light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb.

"We are confident the introduction of Jacob's Savours into the everyday cracker segment will provoke renewed interest in the sector," said customer marketing director Mark Sugden. "We anticipate they will be popular with women aged over 30, and retailers should make sure they are well merchandised."

The crackers will be priced at 89p, and are designed to be eaten with a variety of dips or on their own.

Source Citation (MLA 7th Edition)

"Jacob's savours natural crackers." *Grocer* 7 Apr. 2007: 46. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Clipper brews up oats for breakfast

Clipper, the Fairtrade and organic tea manufacturer, is looking to capitalise on the popularity of oats by bringing out an organic oat and malt breakfast drink.

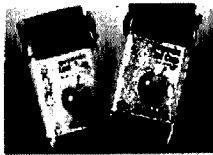
Clipper plans to promote the benefits of the slow-acting energy release of oats with its instant Organic Oat Cup beverage, which is enhanced with flavours of cinnamon and apple, and is positioned as an ideal addition

tion at breakfast time.

Marketing manager for Clipper, Julie Rideout, is confident the new product will match the company's success with organic and Fairtrade tea. "Organic Oat Cup is utterly delicious and filling. It's like a meal in a cup and is not only the perfect drink for first thing in the morning but it will keep you fully fuelled and ready for action until lunchtime."

"At Clipper we pride ourselves on bringing the highest quality, most delicious, organic and Fairtrade hot beverages to the market," she said.

The drink, rrp £2.99 for a 400g jar, is currently listed in health food stores throughout the UK.



Organic Oat Cup: slow-acting energy release of oats

* IN BRIEF

Freshnlo in running

Scottish low fat milk brand Freshnlo is to benefit from a five-month campaign to promote the Freshnlo Great Scottish Run on 1 and 2 September. This year's campaign will be launched by athletics star Liz McColgan.

Greasy pole

Ribena Really Light is to sponsor the new ITV series *Grease is the Word and Greased Lightnin'* on ITV2, which follows the search for the lead roles in *Grease the musical* this July.

Sport additions

Lurazade Sport will soon be available in two new flavours: raspberry and tropical. These will replace the existing mixed berry and lemon flavours as part of a £10m total media spend for the brand this year.

Jacob's savours natural crackers

United Biscuits is the latest manufacturer attempting to inject energy into the savoury snacks market.

The company is introducing a new range of crackers under its Jacob's brand called Jacob's Savours, which will be positioned as an everyday snack with natural ingredients.

The range offers two types of seasoned cracker: Jacob's Thins, which are

light crackers in rosemary & seasalt and sesame & roasted onion flavours; and Jacob's Bakes, which are crisp wheat crackers in flavours of salt & cracked black pepper and garlic & herb.

"We are confident the introduction of Jacob's Savours into the everyday cracker segment will provoke renewed interest in the sector," said customer marketing director Mark Suggden. "We anticipate they will be popular with women aged over 30, and retailers should make sure they are well merchandised."

The crackers will be priced at 89p, and are designed to be eaten with a variety of dips or on their own.



Savours 'will provoke renewed interest in everyday crackers'

Magazine # 47

Title: **Rice Thins**
Source: Stagnito's New Products Magazine, 5.6 (June 2005): p19.
Document Type: Brief article
Copyright: COPYRIGHT 2005 BNP Media
<http://www.bnp.com>

Full Text:

Back To Nature recently introduced a new variety to its Rice Thins cracker line. The new flavor, Tomato Herb, has the same nutritional profile as other Back To Nature Crackers: zero grams of trans fat, with no artificial flavors, preservatives or colors. In terms of caloric intake, 15 Tomato Herb Rice Thins contain 130 calories.

[ILLUSTRATION OMITTED]

Company: Back To Nature Foods Co., Madison, Wis.

Distribution: National

Suggested Retail Price: \$2.79 to \$2.99

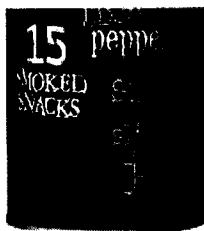
Packaging: 4-ounce paperboard box

Ingredients: Tomato Herb variety: Rice, expeller-pressed oleic safflower oil, tomato powder, sea salt, sugar, maltodextrin, spices (includes oregano, thyme, basil, parsley), whey (from milk), gum arabic, natural flavor (includes onion and garlic extracts)

Source Citation (MLA 7th Edition)

"Rice Thins." *Stagnito's New Products Magazine* June 2005: 19. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]



introduced Pepperoni flavored Slim Jim meat snacks. The snack has a burst of zesty Italian flavor, making it

different from traditional Slim Jim snacks. Pepperoni Slim Jims come in single 13-inch sticks or 4-inch sticks in a 15-count canister.
Company: ConAgra Foods Inc., Omaha, Neb.
Distribution: National
Suggested Retail Price: \$0.99, \$3.49
Packaging: 0.97-ounce plastic

Ingredients: Fruit snacks: Fruit juice (apple and pear juice from concentrate), corn syrup, sugar, modified corn starch, contains two percent or less of pectin, citric acid and sodium citrate, ascorbic acid (vitamin C), malic acid, natural and artificial flavors, artificial colors (includes color added, yellow 5, red 40, blue 1)

Rice Thins

Back To Nature recently introduced a new variety to its Rice Thins cracker line. The new flavor, Tomato Herb, has the same nutritional profile as other Back To Nature Crackers:

and Black Cherry. The naturally flavored purified water, fortified

with calcium and vitamin C, is available in blue PET bottles.

Company: Meridian Beverage, Atlanta
Distribution: National
Suggested Retail Price: \$1.19 to \$1.29

Packaging: 16.9-ounce plastic bottle

Ingredients: Navel Orange variety: Purified water, citric acid, calcium gluconate and/or lactate, natural flavor, potassium benzoate, potassium sorbate, aspartame, acesulfame potassium and ascorbic acid (vitamin C)



continued on page 20

Magazine # 48

Title: **Liberty Richter**

Source: *Gourmet Retailer*, 26.5 (May 2005): p109.

Document Type: Brief article

Copyright: COPYRIGHT 2005 Stagnito Media
<http://www.gourmetretailer.com>

Full Text:

LIBERTY RICHTER Sesmark Rice Thins have always been crisp and tasty, and now they're available in new and appealing packages. All natural, free of trans fats, and kosher certified, they are perfect for those on a restricted diet. Made of rice with no wheat or gluten, these crunchy rice thins are available in four varieties--Sesame, Brown Rice, Teriyaki, and Cheddar.



201-843-8900 www.libertyrichter.com

CLICK READER SERVICE NO. 420

[ILLUSTRATION OMITTED]

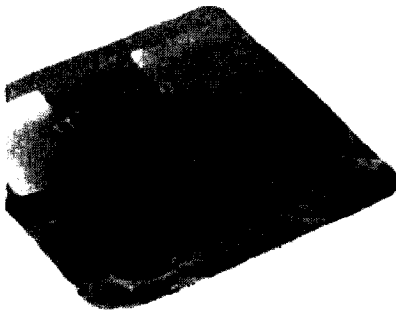
Source Citation (MLA 7th Edition)

"Liberty Richter." *Gourmet Retailer* May 2005: 109. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint is on the following page.]

IDDBA Show Tips

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ice market that*



FOODS USA

showcase **Rosenborg** BellaBlu, milder and creamier blue cheese with a fruity sweet taste. Perfect for marinating and grilling steaks, its Italian-inspired mild-blue cheese promises to attract younger, sophisticated consumers. Available in 1.5 oz. ice packs.

3730

ifoods.com

READER SERVICE NO. 417



LIBERTY RICHTER

Sesmark Rice Thins have always been crisp and tasty, and now they're available in new and appealing packages. All natural, free of trans fats, and kosher certified, they are perfect for those on a restricted diet. Made of rice with no wheat or gluten, these crunchy rice thins are available in four varieties — Sesame, Brown Rice, Teriyaki, and Cheddar.

201 843 8900

www.libertyrichter.com

CLICK READER SERVICE NO. 420

Magazine # 49

Title: **Blue Diamond Growers**
Source: *Food & Drug Packaging*, 69.4 (Apr. 2005): p11.
Document Type: Brief article
Copyright: COPYRIGHT 2005 BNP Media
<http://www.fdp.com/>

Full Text:

* Blue Diamond Growers has switched to recycled paperboard for its Nut*Thins Crackers. The cartons contain laminated-foil pouches. For more details, see our article "Paperboard cartons target strength and beauty" on p.56.

Source Citation (MLA 7th Edition)

"Blue Diamond Growers." *Food & Drug Packaging* Apr. 2005: 11. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

NEWS BRIEFS

■ José Martínez has been hired as the new head of the Latin American office of the Packaging Machinery Manufacturers Institute (PMMI). Jacquelyn Bradshaw has been promoted to director of PMMI's web services.

■ Blue Diamond Growers has switched to recycled paperboard for its Nut*Thins Crackers. The cartons contain laminated-foil pouches. For more details, see our article "Paperboard cartons target strength and beauty" on p.56.

■ ATEK Medical Manufacturing has bought the Grand Rapids,

Mich., manufacturing and sterilization facility of Medtronic Inc.

■ Bath and Body Works will receive this year's "Art of Packaging Award" sponsored by the Pratt Institute and Luxe Pack Monaco. The event benefits the institute's graduate program for perfume packaging design.

■ EPCglobal Inc. has ratified a Generation 2 standard for radio frequency identification (RFID) tags. The standard describes the core capabilities required to meet expectations of leading retailers and other end users.

■ Grocery Manufacturers of America has hired Naomi Greer as director of communications. Greer had held a similar post for the American Gaming Association.

■ Frits van Paasschen, a former Nike executive, has been named CEO and president of Molson Coors Brewing. The company has also launched a beer laced with guarana, an herbal "energy supplement." Molson Kick comes in a 355-milliliter aluminum bottle, reportedly the first one for Canadian beer.

■ The Paperboard Packaging Alliance, a joint venture of the Paperboard Packaging Alliance and the American Forest & Paper Association, has set up paperboardpackaging.org, a Web site for packaging decision-makers.

■ The "Stop Counterfeiting in Manufactured Goods Act" has been approved by a committee of the U.S. Congress. The bill would bring the penalties for counterfeiting consumer packaged goods in line with those for violating copyrights.

www.fdp.com

APRIL 2005 / FOOD & DRUG PACKAGING 11

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Magazine # 50

Title: **Consumers go nuts for recycled packaging**

Source: Official Board Markets, 81.8 (Feb. 19, 2005): p15.

Document Type: Brief article

Copyright: COPYRIGHT 2005 R I S I, Inc.
www.packaging-online.com

Full Text:

The consumers of Nut*Thins crackers loved the product, but thought Blue Diamond Growers could do a better job packaging it. The crackers, a mixture of nuts and rice, were enveloped in a virgin paperboard outer carton and a tray wrapped in laminated foil. At the request of these consumers, Blue Diamond is switching to recycled packaging. General Converting in Chicago manufactures the new carton.

Blue Diamond recently signed on as a new partner to the 100% Recycled Paperboard Alliance (RPA-100%). The company is the 64th to sign an agreement with RPA-100%, joining a growing list of others dedicated to encouraging conversions to 100% recycled paperboard for cost savings and environmental benefits.

"This is a good example of consumers and retailers proactively expressing their preferences for packaging that is good for the environment," says Paul Schutes, executive director of RPA100%. "We applaud Blue Diamond for positively responding by converting to 100% recycled paperboard."

"Incorporating 100% recycled paperboard in our packaging will satisfy customers and is overall a smart business decision," says Jennifer Pfanner, marketing manager for Blue Diamond. "We are proud to join the RPA-100% and its member companies in advocating for the use of 100 percent recycled paperboard."

For more information about RPA-100%, visit www.rpa100.com.

Source Citation (MLA 7th Edition)

"Consumers go nuts for recycled packaging." *Official Board Markets* 19 Feb. 2005: 15. *General OneFile*. Web. 6 Aug. 2014.

* * * * *

Magazine # 51

Title: **Sunset to distribute Betafoods snacks**
Source: *Professional Candy Buyer*, 13.1 (January-February 2005): p50.
Document Type: Brief article
Copyright: COPYRIGHT 2005 M2Media360
<http://www.candybusiness.com/archive.asp>

Full Text:

SUNSET BRANDS, INC. is now the exclusive U.S. distributor for Betafoods, Inc.'s Chip's Chips brand, including all-natural Snackers and Cheese Thins crackers. Snackers are said to contain two grams of carbs per serving in nacho, barbeque and sour cream and onion varieties, while Cheese Thins have no carbs and come in cheddar and extra cheese versions.

Chip Marsland, Betafoods president, tells PROFESSIONAL CANDY BUYER: "Our partnership with Sunset Brands represents an exciting opportunity to significantly and rapidly expand the market presence of our snack products."

Circle No. 310 on Reader Reply Card.

Source Citation (MLA 7th Edition)

"Sunset to distribute Betafoods snacks." *Professional Candy Buyer* Jan.-Feb. 2005: 50. *General OneFile*. Web. 6 Aug. 2014.

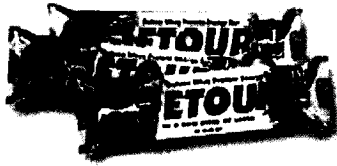
[Article reprint on the following page.]

and ship four per case.

The new flavors join caramel peanut bars, introduced in 2002.

Circle No. 307 on Reader Reply Card.

New Detour bar flavors are in 1.5- and three-ounce sizes.



Sunset To Distribute Betafoods Snacks

SUNSET BRANDS, INC. is now the exclusive U.S. distributor for Betafoods, Inc.'s Chip's Chips brand, including all-natural Snackers and Cheese Thins crackers. Snackers are said to contain two grams of carbs per serving in nacho, barbecue and sour cream and onion varieties, while Cheese Thins have no carbs and come in cheddar and extra cheese versions.

Chip Marsland, Betafoods president, tells **PROFESSIONAL CANDY BUYER**: "Our partnership with Sunset Brands represents an exciting opportunity to significantly and rapidly expand the market presence of our snack products."

Circle No. 310 on Reader Reply Card.

hot & spicy, pepperoni and teriyaki. They come in 2.4-oz trays, shipping six per case.

Ribbon Jerky, available in original, teriyaki and peppered, has a SRP of 99 cents and packs in 32-oz trays, shipping six per case. With SRPs of 99 cents, 9" Snack Sticks are in pepperoni and teriyaki. Available in 24-oz trays, they ship six per case.

Circle No. 308 on Reader Reply Card.

two flavors of General Mills' Pop Secret microwave popcorn — 94 Percent Fat Free Butter and 94 Percent Fat Free Kettle Corn. Both are said to provide whole grain.

The company says whole grain to reduce the risk of heart disease, some Type 2 diabetes, as well as help maintain

Circle No. 309 on Reader

Twinkies Launches 75th Anniversary Promotion

INTERSTATE BAKERIES CORP. is holding Twinkie recipe promotion to celebrate the snack cake's 75th year.

The company says consumers have crafted a range of Twinkie dishes including fried Twinkie crepes and is seeking the best recipes for a cookbook published later this year.

"We are searching for the most Mike Redd, vice-president of cake r

Consumers can e-mail submissions to twinkies75@twinkies.com by March. Winners will be included in the cookbook, which will become the property of Interstate I

Circle No. 311 on Reader

Magazine # 52

Title: **Revival of the famous**

Source: Grocer, 227.7649 (Apr. 10, 2004): p64.

Document Type: Brief article

Copyright: COPYRIGHT 2004 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Huntley & Palmers biscuits are making a comeback after an absence of more than 10 years.



Established in 1822, the company was acquired last year by a group of investors that included Nigel McCrea, formerly marketing director of Jacobs Bakery, and John Sandom, founder and chairman of packaging design company Vibrandt.

The initial range includes When Taste Matters, bite-size sweet biscuits; Not Just For Cheese, biscuits and wafer-thins for cheese, dips or pate; Chequers, a box of mint crisp chocolates; and a Brandy & Walnut Christmas Pudding.

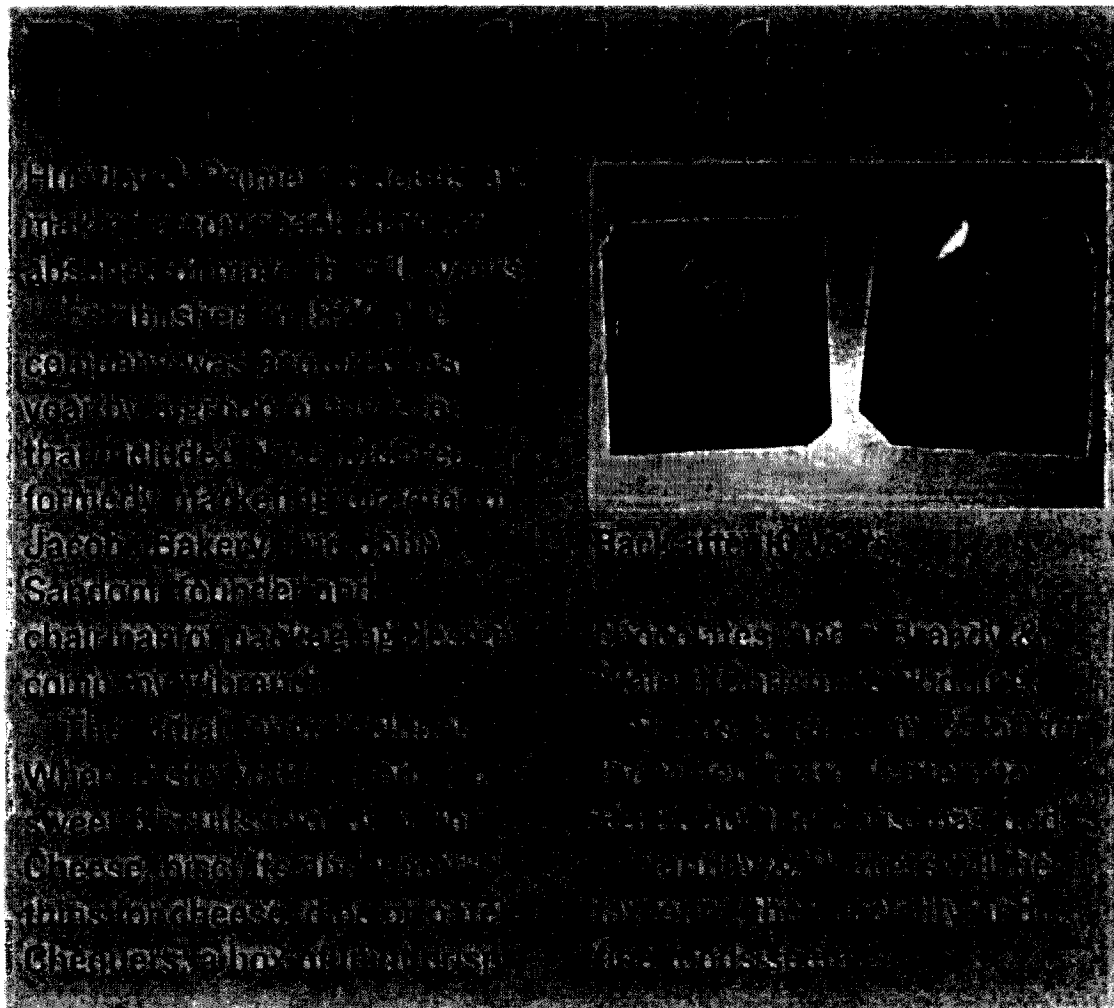
Prices range from 5.50 [pounds sterling] for the When Taste Matters to 9.50 [pounds sterling] for the Christmas pud.

Huntley and palmers will be targeting the specialty and fine foods sector.

Source Citation (MLA 7th Edition)

"Revival of the famous." *Grocer* 10 Apr. 2004: 64. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]



Magazine # 53

Title: **Low-carb, heart-healthy snack**
Source: *Nutraceuticals World*, 7.4 (Apr. 2004): p56.
Document Type: Brief article
Copyright: COPYRIGHT 2004 Rodman Publishing
<http://www.nutraceuticalsworld.com/>

Full Text:

Carbsense Foods, Inc., Hood River, OR, has launched its new low-carb, heart-health snack food, Mini-Carb[™] Soy Thins. Made with all-natural ingredients, Mini-Carb Soy Thins are high in fiber, protein and other nutrients, and contain five grams of net carbohydrates per serving.

Source Citation (MLA 7th Edition)

"Low-carb, heart-healthy snack." *Nutraceuticals World* Apr. 2004: 56. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

NEW PRODUCTS

offers the weight loss benefits of Metabolife Ultra™ without the added energy enhancement. New in the Metabolife Caffeine Free formula is garcinia extract for the role it plays in reducing appetite. The new caffeine free formula also contains B-vitamins for energy metabolism.

New Moducare Products For Cholesterol & Prostate Health
Purity Life Health Products, Acton, Ontario, Canada has launched two new cholesterol products to the Mod

extract, promotes joint health, mobility and relief.

Low-Carb, Heart-Healthy Snack

Carbsense Foods, Inc., Hood River, OR, has launched its new low-carb, heart-health snack food, Mini-Carb™ Soy Thins. Made with all-natural ingredients, Mini-Carb Soy Thins are high in fiber, protein and other nutrients, and contain five grams of net carbohydrates per serving.

ulate sleep within two weeks of its initial use.

Antioxidant & Weight Loss Tablet

French company Ninapharm has launched Oxyllia®, an antioxidant and slimming tablet. According to the company, Oxyllia combines weight loss benefits, while enhancing the skin's beauty. The slimming ingredient, phase bean pod extract, is meant to help lower carbohydrate absorption. The antioxidant complex, which consists

Magazine # 54

Title: MiniCarb Soy Thins
Source: *Stagnito's New Products Magazine*, 4.3 (Mar. 2004): p18.
Document Type: Brief article
Copyright: COPYRIGHT 2004 BNP Media
<http://www.bnp.com>

Full Text:

Carbsense Foods recently introduced MiniCarb Soy Thins, a crunchy soy snack with five net carbohydrates per serving. Each serving of MiniCarb Soy Thins provide heart healthy fiber, protein and other nutrients. The product is lower in refined carbohydrates and higher in protein and fiber than similar snack products.

[ILLUSTRATION OMITTED]

Company: Carbsense Foods Inc., Hood River, Ore.

Distribution: National

Suggested Retail Price: \$4.99

Packaging: 4-ounce paperboard box

Ingredients: Soy protein concentrate, tapioca, expeller-pressed safflower oil, sunflower oil, salt, potassium chloride, defatted soy flour

Source Citation (MLA 7th Edition)

"MiniCarb Soy Thins." *Stagnito's New Products Magazine* Mar. 2004: 18. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

generated soybean oil, and/or cottonseed oil), corn syrup, salt leavenings (sodium bicarbonate), artificial flavors, soy lecithin

MiniCarb Soy Thins

Carbsense Foods recently introduced MiniCarb Soy Thins, a crunchy soy snack with five net carbohydrates per serving. Each serving of MiniCarb Soy Thins provide heart healthy fiber, protein and other nutrients. The product is lower



Alpharetta, Ga.

Distribution: National
Suggested Retail Price: \$2.49 to \$2.99
Packaging: 12-ounce plastic tray in plastic wrap

Ingredients: Key Largo Coconut variety: Enriched flour (wheat flour, niacin, reduced iron, thiamin mononitrate [vitamin B1], riboflavin [vitamin B2], folic acid), sugar, partially hydrogenated soybean and/or cottonseed oil, coconut (preserved with sodium metabisulfite), nuts, contains two percent or less of salt, eggs, baking soda, natural and artificial flavor, artificial coconut flavor

sium phosphate, ester gum, red #40

Cambridge House fish

Cambridge Food Group Inc. has announced that its award-winning smoked salmon brand Cambridge House for foodservice is now being offered to the retail market throughout the country. There are three different styles of Cambridge House smoked salmon that come about because of the different types of wood used in the smoking process: Royal — authentic Scottish Atlantic salmon smoked with oak and applewood logs; Balmoral — authentic Scottish Atlantic salmon smoked with

Magazine # 55

Title: Real Foods of Australia
Source: *Grocer*, 225.7561 (July 6, 2002): p14.
Document Type: Brief article
Copyright: COPYRIGHT 2002 William Reed Business Media Limited
<http://www.thegrocer.co.uk/>

Full Text:

Real Foods of Australia has appointed Stevens & Brotherton to handle sales and distribution of its Corn Thins product range in the UK.

Source Citation (MLA 7th Edition)
"Real Foods of Australia." *Grocer* 6 July 2002: 14. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint below.]

Real Foods of Australia has appointed Stevens & Brotherton to handle sales and distribution of its Corn Thins product range in the UK.

WH Smith News has launched a service on its Connect2U website, advising retailers how to protect their businesses against crime. Security consultants will be available for online advice. It is open to all retailers.

The British Retail Consortium and the Food and Drink Federation have welcomed World Health Organisation plans to research possible health effects of the chemical acrylamide.

Wales, said the card would ease the burden on retailers in judging whether young shoppers were old enough to buy age restricted products.

He said: "We are in favour of a proof of age card. The sooner it is introduced the better. We were caught out three or four years ago by a Camelot test purchase of a Lottery ticket by someone under 16, and lost one of our terminals for six months. That

proof of age cards were not doing the job.

He said: "I think a national ID card is vital. At the moment there is no consistent proof of age system, and that is a big problem with test purchasing which is about to start in Scotland.

"I have never seen the Scottish ID card - the Young Scot card - and it only applies to over-18s. We very seldom see other proof of age cards.



Stewart: 'ID card is vital'

14

July 2002 The Grocer

* * * * *

Magazine # 56

Title: One potato, two potato. (What's New? Winter Gear & Food Fest)

Source: USA Today (Magazine). 130.2680 (Jan. 2002): p78.

Document Type: Brief article

Copyright: COPYRIGHT 2002 Society for the Advancement of Education
<http://www.usatodaymagazine.net/>

Full Text:

The days when potato chips were merely potato chips is becoming a distant memory. Today's chips come in all sorts of shapes and flavors, limited only by the imagination of the manufacturers.

Baked Potato Thins from William Poll, Inc., New York, departs from traditional chips in that they're baked, not fried. Slicing them wafer thin from Idaho potatoes, which are oblong rather than round, produces an elongated, flat surface, in contrast to the round, curly shape of most chips. The thinness ensures maximum crispness, so that they fairly snap when you bite them. Add in the intensity of the flavors--garlic, onion, rosemary, shallot & pepper, herbes de Provence, and a mouth-tingling jalapeno, in addition to original, which provides the traditional potato chip taste--and you have a novel treat ideal for nibbling. Just a few words of caution--they're habit-forming.

Terra Frites from The Hahn Celestial Group, Uniondale, N.Y., completely abandon the usual chip look. Instead, they assume the guise of french-fried potatoes, or, more accurately, the Belgian frites that have sprung up in franchises in many metropolitan areas. Crisp to the point of crunchiness, they are destined to be a bartender's delight, since the highly spiced flavors virtually demand a drink in the other hand. Americalne blends sweet onions, spices, and tomatoes, leaving a faintly ketchup undertone, while Aioli adds a touch of mustard to garlic and saffron. Malt vinegar echoes the flavoring of traditional British fish 'n' chips, combining sea salt and malt vinegar. Finally, the Seasoned Salt blend coats the frites with sea salt, pepper, herbs, and garlic--producing, in this case, a taste that is so salty, it is almost oppressive. We recommend sticking to the other three versions, each of which makes an ideal snack for those with adventurous palates.

Source Citation (MLA 7th Edition)

"One potato, two potato. (What's New? Winter Gear & Food Fest)." *USA Today* [Magazine] Jan. 2002: 78+. *General OneFile*. Web. 6 Aug. 2014.

[Article reprint on the following page.]

Baked Potato Thins from William Poll, Inc., New York, departs from traditional chips in that they're baked, not fried. Slicing them water thin from Idaho potatoes, which are oblong rather than round, produces an elongated, flat surface, in contrast to the round, curly shape of most chips. The thinness ensures maximum crispness, so that they fairly snap when you bite them. Add in the intensity of the flavors—garlic, onion, rosemary, shallot & pepper, herbes de Provence, and a mouth-tingling jalapeno, in addition to original, which provides the traditional potato chip taste—and you have a novel treat ideal for nibbling. Just a few words of caution—they're habit-forming.

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ing a tangy, slightly sweet flavor that echoes the flavoring of traditional British fish 'n' chips, combining sea salt and malt vinegar. Finally, the Seasoned Salt blend coats the *frites* with sea salt, pepper, herbs, and garlic—producing, in this case, a taste that is so salty, it is almost oppressive. We recommend sticking to the other three versions, each of which makes an ideal snack for those with adventurous palates.

BIBLICAL TIDBITS

Of all the cookbooks around, the Bible would seem to be the most unlikely. Yet, Galilee Splendor Ltd., Englewood Cliffs, N.J., is importing Bible Bread from Israel that purportedly is baked according to the traditional recipe from the time of the Exodus. Basically, it is the unleavened bread most commonly referred to as matzah, though flavored to make it far more interesting.

Bible Bread comes in sheets measuring approximately 3.5' x 6", 20 to a box. It is available in four versions—pure honey, onion and poppy, garlic, and live whole grains. Bite-Size Bible Bread, meanwhile, has a cracker-like ap-

pearance. These savory snacks, cholesterol-free, low-fat, and made without preservatives, these savory snacks work equally well nibbled by themselves or served with spreads and/or dips.

A DONUT NOT FOR DUNKING

Imagine your surprise when you reach for peaches in the produce section and find that they look like someone has sat upon them. After all, peaches are round, not flattish, aren't they? Well, they are unless they're donut peaches from Frieda's, Inc., Los Alamitos, Calif.

A descendent of the Chinese peach called *peento*, the donut peach is not a result of careless handling en route to the market. It

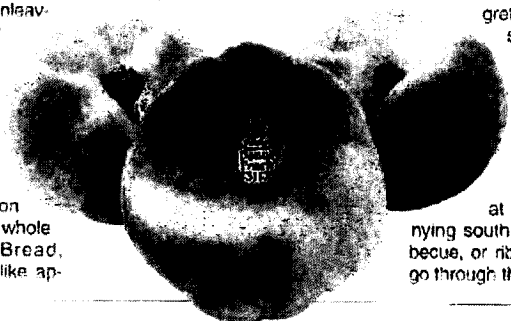
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USA TODAY ★ JANUARY 2002

Magazine # 57

Title: **Product of the Month**
Source: *Super Marketing*. (July 7, 2000): p17.
Document Type: Brief article
Copyright: COPYRIGHT 2000 Nexus Business Media
<http://www.nexusmedia.co.uk/>

Full Text:

Anna's Ginger Thins are a Swedish success story. The biscuits, which are wafer thin and crisp with a subtle taste of natural ginger, have been produced in Sweden since 1929 and are currently exported to over 20 countries, including the UK.

Anna's Ginger Thins are baked according to a 14th century monastic recipe and were traditionally served after a heavy meal to help good food rest more comfortably. The biscuits are produced to the exacting standards of manufacture and quality control that are associated with Swedish food and drink.

Anna's success is built on a combination of old-fashioned baking know-how, quality and ultra modern techniques and equipment. The biscuits are made with only natural ingredients and no preservatives.

The company is market leader in Sweden and currently exports close to 50% of its turnover. The USA is Anna's biggest export market, but the UK is also an important and quickly expanding market. The company also supplies private-label biscuits in the UK.

Anna's Thins are available in orange, lemon, almond and chocolate mint flavours, as well as the traditional ginger thins. The biscuits are available in a wide variety of pack sizes and shapes and the company also produces ready-to-bake dough and ready-to-build gingerbread houses.

Source Citation (MLA 7th Edition)

"Product of the Month." *Super Marketing* 7 July 2000: 17. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 58

Title: **Young & Rubicam, Sydney**
Source: *Advertising Age International*. (Mar. 2000): p45.
Document Type: Brief article
Copyright: COPYRIGHT 2000 Crain Communications, Inc.
<http://www.crain.com/about/index.html>

Full Text:

A takeoff on a vacuum cleaner sales pitch, this commercial for Thins potato chips is one of several humorous entries from the agency. A slick salesman pours a bag of potato chips on a carpet and instructs his shapely assistant to demonstrate how well his product can clean the spill. Instead of a machine, the assistant wheels out an open-mouthed man who proceeds to suck up every chip in sight. Delicious. The agency also produced the famous (or infamous) "Captain Pecker" dancing penis commercial, a big hit at Cannes 1999.

Source Citation (MLA 7th Edition)

"Young & Rubicam, Sydney." *Advertising Age International* Mar. 2000: 45. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 59

Title: NEW PRODUCTS
Source: *The Food Institute Report*, 72.9 (Mar. 8, 1999):
Document Type: Brief article
Copyright: COPYRIGHT 1999 The Food Institute
<http://www.foodinstitute.com>

Full Text:

Fresh Samantha, Scarborough, ME, has launched a new high-energy beverage made from soy called Power Snack. The beverage, in a Vanilla Almond Soy Shake variety, features a blend of soy milk, bananas, agave, and more than 15 vitamins and minerals. Blue Diamond Growers Co-op, Sacramento, CA, is introducing NUT-THINS gourmet snack crackers, the only crackers on the market made exclusively from rice and nuts, into the natural products industry. The light, crispy wafers, are available in three flavors: Almond, Hazelnut and Pecan. Mo Hotta-Mo Betta, San Luis Obispo, CA, is rolling out Mo Hotta-Mo Betta Hot Sauces For Cool Kids in gourmet stores in California and select parts of the country. The new sauces, featuring heat and flavor made specially for kids, on four levels, ranges from a ketchup-like mild to a spicy version that even adults would enjoy: Cool Baby, Wild Child, Crazy Kid, and Screaming Teen. The Pillsbury Company's Green Giant division, under the ownership of Diageo plc, had added three new products to its Create a Meal! line: Lemon Pepper Chicken, Chicken and Stuffing and Barbecue Chicken. Keebler Foods Company, Elmhurst, IL, is rolling out Keebler Homestyle Soft Batch Cookies in three varieties: Chocolate Chunk, Oatmeal Raisin and Double Chocolate Chunk. Montana Legacy Premium Ostrich, Billings, MT, is out with seven smoked and cured products made from ostrich including, Maple Apple Summer Sausage, Sun-Dried Tomato Basil Summer Sausage, Pepperoni, and Peppered Smokehouse Cured Ostrich.

Source Citation (MLA 7th Edition)
"NEW PRODUCTS." *The Food Institute Report* 8 Mar. 1999. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 60

Title: Keebler, Eagle rev up new product engines vs. Frito
Author(s): Karen Benezra
Source: Brandweek, 36.9 (Feb. 27, 1995): p9.
Document Type: Article
Copyright: COPYRIGHT 1995 e5 Global Media, LLC

Full Text:

There hasn't been much to crunch about in the snack world, what with Frito-Lay vanquishing rivals through shelf space domination and low prices, leaving only regional or niche plays. But now Anheuser-Busch's Eagle and Keebler Co. are raising their marketplace profiles by jump starting their new-product engines.

Keebler in April is launching its first major potato chip entry in more than a year to challenge Frito's Lay's and Ruffles brands. Eagle, meanwhile, takes aim with a Spicy Fiesta chip.

"Frito-Lay is setting a hell of a pace, but if you market aggressively you can grow your business," Keebler cco Brian Chadbourne told Brandweek at the Snack Food Association's annual confab last week in San Diego.

Keebler's fivevariety Tato Wilds will see potato skin and criss-cross shapes in colorful bags. Sources estimate \$5 million to \$8 million in TV and radio ads, with a "Go Wild" positioning aimed at kids and teens, targets that Chadbourne cited as "undermarketed" in a speech to SNAXPO attendees.

Keebler's research has indicated that youngsters, not moms, are the most frequent consumers of snacks and is designing new products around them. Its reformulated Pizzarias line now targets teens in MTV-esque ads and sampling programs in video arcades and movie theaters. Tato Wilds will likely get a similar push. "We really spent the past year doing our homework and getting the product proposition right," said Scott Wallace, vp-marketing for salty snacks, who declined further comment on Wild plans.

Eagle's foray into the Spicy Fiesta Thins follows the El Grande restaurant-style white corn tortilla chip, which rolled nationally last fall with an on-pack value message, and reducedfat Cape Cod Selects. Eagle has stopped nearly all ad spending over the past two years, relying instead on trade activities, and would not comment on 1995 plans. Frito-Lay led the \$2.1 billion potato chip category in '94 with a 43.4% share, followed by Procter & Gamble's Pringles at 11.1%, Eagle at 9.8%, Borden at 6.3% and Keebler at 3.5% (down 26.5% in dollar volume) in supermarkets, mass merchants and food/drug outlets, per IRI.

HOW LOW CAN YOU GO?

With America's increasing concern over fat intake, reduced and low-fat entries were ubiquitous at SNAXPO, with a host of offerings from chip, pretzel and tortilla players. Among them: Bachman's fat free pretzels; Boston's Light Choice popcorn; Skinny Snacks Corn Chips, boasting 1.5 grams of fat per 3/4-ounce serving. Even Lincoln Foods' Fiddle Faddle, the calorie-laden nut and crunch snack, offered a fat-free extension with caramel flavoring.

A concerted pr effort to woo moms and promote snacks as good-for-you-eating was evident with invitees from Ladies Home Journal, Family Circle, McCall's, Good Housekeeping, Woman's World, Home, plus Prevention and Parenting in attendance, all new to the trade show circuit. The group later boarded Frito-Lay's corporate jet and winged off to Plano, Texas, for a plant tour.

NEWS OF THE FISHER-MEN

P&G is rolling out extensions of its Fisher nut line, with Nuts & Crunches and Nuts & Fruits in six flavors. They follow Fisher Favorites variety nut and fruit mixes that bowed in October 1993. TV, sampling support; Jordan, McGrath, Case & Taylor, N.Y., handles.

Abstract: Eagle and Keebler Co have Introduced new snack food products to compete with Frito-Lay, which dominates the snack food market. Keebler is introducing Tato Wild chips in five varieties, and is planning a marketing campaign costing about \$5 million to \$8 million. Eagle is introducing Spicy Fiesta Thins, but will count on industry trade activities to promote its new product, in place of most of its advertising spending.

Source Citation (MLA 7th Edition)

Benezra, Karen. "Keebler, Eagle rev up new product engines vs. Frito." *Brandweek* 27 Feb. 1995: 9. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 61

Title: EuroSnack attack; BBDO, Y&R vie for Doritos over there
Author(s): Alison Fahey and Cathy Taylor
Source: ADWEEK Eastern Edition, 34.41 (Oct. 11, 1993): p1.
Document Type: Brief article
Copyright: COPYRIGHT 1993 eS Global Media, LLC

Full Text:

Two of PepsiCo Foods International's shops are battling for what some sources said could grow into an \$80-100-million marketing effort behind the Doritos brand in Europe.

Sources said BBDO and Young & Rubicam are pitching the international account, which is expected to involve at million in measured media support for the winning agency.

Agency and PepsiCo Foods International executives could not be reached on Friday. But sources said top brass from both BBDO and Y&R would be in Amsterdam today pitching the business.

"It's going to be huge. It'll be along the lines of the (Doritos) Tortilla Thins launch," said one agency source.

For the introduction earlier this year of that line extension, which is a lighter, crispier version of the original Doritos chip, Frito-Lay (the U.S. equivalent of PepsiCo Foods International) said it would spend a total of \$100 million in marketing support, with the goal of ringing up \$450 million in sales in the first year.

Recently, PepsiCo executives made no secret of their desire to expand overseas. PepsiCo snack foods are available in about 27 countries, which is only about one-sixth of the countries where Pepsi beverages are available. PepsiCo execs would like to expand overseas, where it already markets such brands as Walkers chips and Chokls cookies and U.S. favorites Lay's and Ruffles potato chips.

"They haven't launched a lot of new products in Europe outside of potato chips, but they probably will," said Emanuel Goldman, an analyst at Paine Webber. "They were dealing with the recession in the U.K. and getting their house in order. Now, they are probably ready."

Goldman said that unlike potato chips which have universal appeal, a Doritos push in Europe would have to be tailored to each market with different Doritos chip flavors and styles.

Y&R handles Doritos in Toronto and other PepsiCo Foods International brands in 12 countries, including the U.K., Portugal, Turkey, Spain and Poland.

BBDO/N.Y. is Frito-Lay's lead agency in the U.S. for most major brands, including Doritos and Dorito Tortilla Thins. Other brands that BBDO handles are Lay's and Ruffles potato chips and SunChips.

Source Citation (MLA 7th Edition)

Fahey, Alison, and Cathy Taylor. "EuroSnack attack; BBDO, Y&R vie for Doritos over there." *ADWEEK Eastern Edition* 11 Oct. 1993: 1+. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 62

Title: Fox and Frito-Lay push Chase

Author(s): Steve Coe

Source: Broadcasting & Cable, 123.32 (Aug. 9, 1993): p42.

Document Type: Brief article

Copyright: COPYRIGHT 1993 NewBay Media LLC
<http://www.nbmedia.com>

Full Text:

Fox Broadcasting and Frito-Lay are teaming in a promotional campaign for the launch of The Chevy Chase Show, which debuts on Sept. 7.

The campaign, "Watch-N-Win with Doritos Tortilla Thins on Fox," features in-package game pieces and displays in more than 40,000 supermarkets across the country. Another element is spots on national radio.

Grand prize winners will receive a three-day, two-night trip to Hollywood, two tickets to The Chevy Chase Show and \$500. Grand prizes will be awarded during each of the first four nights of the show. Game pieces will be available in more than 5 million packages of Doritos.

The radio element will be heard on more than 150 stations Aug. 30- Sept. 10.

Source Citation (MLA 7th Edition)

Coe, Steve. "Fox and Frito-Lay push Chase." *Broadcasting & Cable* 9 Aug. 1993: 42. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 63

Title: **Super Bowler Pepsi goes for Grammys**
Author(s): Michael McCarthy
Source: *ADWEEK Eastern Edition*, 34.4 (Jan. 25, 1993): p5.
Document Type: Brief article
Copyright: COPYRIGHT 1993 e5 Global Media, LLC

Full Text:

NEW YORK--Just weeks after its Super Bowl Pepsi blowout, BBDO/ N.Y. will continue its big event strategy on the Grammy Awards, Feb. 24, where it will likely break new campaigns for Frito-Lay and Pepsi's Mountain Dew brand.

Sources said the new Frito work will support the national rollout of Dorito's Tortilla Thins, which has been testing in several markets and is posting big sales.

In addition, sources said BBDO will either roll out a new campaign for Pepsi's Mountain Dew under the theme "Get Vertical," run new ads for Crystal Pepsi, or do both.

BBDO's Grammy plans will follow its showing on the Super Bowl where it will break ads for four key clients: Pepsi, Frito-Lay, Gillette and Federal Express.

Last week, Pepsi unveiled the second phase of its "Gotta Have It" campaign for brand Pepsi, which will be featured on the Super Bowl.

The new work--with no celebrities--is a major retreat from last-year's celebrity-filled extravaganza that sought to make Pepsi the mainstream drink for all generations.

This year, Pepsi and BBDO are traveling back to Pepsi's stronghold in the youth market as evidenced by the new theme. "Be Young. Have Fun. Drink Pepsi."

"Gotta Have It," the year-old tagline which made its debut on last year's Super Bowl, is relegated to the end of each spot. One source suggested that as the campaign unfolds, the "Gotta Have It" slogan could be dropped completely.

"We wanted to sharpen the focus and target more of our primary market," said BBDO/N.Y. chairman/ceo Phil Dusenberry. "Coke has always been the soft drink for everyone, but we wanted to be out on the edge."

Ted Sann, vice chairman of BBDO/N.Y., said that the campaign could be stretched in the future to include Pepsi stars like Cindy Crawford. "Celebrities weren't part of the idea of this campaign, but if they fit into it, we will use them."

Overall, Pepsi plans to boost its roughly \$150-million ad budget for Pepsi-branded colas by about 10% this year, according to Jeff Campbell, senior vp/brand development.

Source Citation (MLA 7th Edition)

McCarthy, Michael. "Super Bowler Pepsi goes for Grammys." *ADWEEK Eastern Edition* 25 Jan. 1993: 5. *General OneFile*. Web. 6 Aug. 2014.

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Magazine # 64

Title: **Frito-Lay predicts new tortilla chips will help crunch potato chips in marketplace**

Source: Milling & Baking News, 71.29 (Sept. 15, 1992): p26.

Document Type: Article

Copyright: COPYRIGHT 1992 Sosland Publishing Co.

Full Text:

PLANO, TEXAS, Sept. 14. -- Forecasting that the tortilla chip will replace the potato chip as the country's snack of choice by the year 2000, Frito-Lay, Inc. introduced Doritos Brand Tortilla Thins, which are light and crispy like potato chips, but are made from 100% white corn.

The PepsiCo, Inc. subsidiary is billing the "new age" product as the world's thinnest Tortilla chip, at two-thirds the thickness of conventional Tortilla chips. Frito-Lay said that Tortilla Thins are made for "out-of-the-bag snackability," compared with conventional chips that typically are eaten with dips and salsa.

The new chips also have less sodium and 30% less fat than potato chips, according to Frito-Lay.

"More consumers, especially baby boomers, are reaching past the potato chip bag for tortilla chips, which offer a lightertasting, more wholesome flavor," said Roger A. Enrico, chairman of PepsiCo Worldwide Foods.

Tortilla Thins come in Lightly Salted and Salsa 'n Cheese flavors. A 1-oz serving of the thin tortilla chips contains 150 calories, with 7 grams of fat in the Lightly Salted variety and 8 grams of fat in the Salsa 'n Cheese flavor.

The new chips arrived in test markets in Tulsa, Okla., and Memphis last week, packaged in clear 10 1/2-oz bags displayed immediately adjacent to potato chips on store shelves. They carry a suggested retail price of \$1.99 per bag. Acknowledging that the potato chip still is the snack chip leader, with the company's own Ruffles and Lay's brands leading the pack, Frito-Lay pointed out that Tortilla chips have been the fastest growing chip product since 1989.

"We're confident that this is an idea right for its time," the company said.

The Tortilla chip category's share of the snack market has expanded by more than two points in the last three years, while potato chips' share dropped nearly four points during the same period. Tortilla chips already outsell potato chips in parts of the country, including the West and Southwest regions.

In 1991, consumers crunched more than 1 billion lbs of tortilla chips to grow the category almost 7% and generate more than \$2.5 billion in retail sales. Potato chip sales grew just more than 1% last year, as Americans consumed 1 1/2 billion lbs for sales of more than \$4 billion.

The concept of a thin tortilla chip started more than a year ago, according to Frito-Lay, and included more than a dozen formulations before the product was finalized. The greatest challenge, the company said, was producing the thin chip, which required further development of existing chip-making technology to provide the necessary manufacturing precision.

The test-market introduction of tortilla Thins initially will be supported with in-store promotional activity and sampling at retail stores and special events. Television ads are being created with BBDO, Inc. and will be launched later this year.

Source Citation (MLA 7th Edition)

"Frito-Lay predicts new tortilla chips will help crunch potato chips in marketplace." *Milling & Baking News* 15 Sept. 1992: 26. *General OneFile*. Web. 6

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Exhibit D

Tables of Research Results

Expert's Report: Robert M. Frank

[illegible]

Expert's Report: Robert M. Frank

Record #	Publication Name	Publication Date	Use of "Thins"	Manufacturer or Specialty
5	The Register and Herald (Orlando, FL)	June 25, 1968	Anders, Statue de Montezuma Thins	Anders
74	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
61	The Capital Times (Madison, WI)	February 7, 1967	Anders, Statue de Montezuma Thins	Anders
7	The Palm Beach Post (West Palm Beach, FL)	December 15, 1966	Anders, Statue de Montezuma Thins	Anders
60	The St. Petersburg Times (St. Petersburg, FL)	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
71	The Miami Herald (Miami, FL)	August 10, 1967	Anders, Statue de Montezuma Thins	Anders
10	Pittsburgh Post-Gazette	October 15, 1967	Anders, Statue de Montezuma Thins	Anders
69	The Miami Journal (Coral Gables, FL)	December 12, 1969	Anders, Statue de Montezuma Thins	Anders
23	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
63	The Miami Journal (Coral Gables, FL)	December 12, 1969	Anders, Statue de Montezuma Thins	Anders
71	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
71	The Florida Times Union	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
30	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
12	The Orlando Sentinel (Orlando, FL)	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
71	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
67	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
60	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
41	The Capital Times (Madison, WI)	February 7, 1967	Anders, Statue de Montezuma Thins	Anders
66	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
5	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
70	The American-Southern Statesman (Ansonia, CT)	March 5, 1970	Anders, Statue de Montezuma Thins	Anders
50	The Palm Beach Post (West Palm Beach, FL)	December 15, 1966	Anders, Statue de Montezuma Thins	Anders
70	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
67	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
67	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
94	The New York Times	March 25, 1962	Anders, Statue de Montezuma Thins	Anders
40	The New York Times	September 7, 1969	Anders, Statue de Montezuma Thins	Anders
64	Daily News (Los Angeles, CA)	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
70	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
60	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
74	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
8	The New York Times	August 10, 1967	Anders, Statue de Montezuma Thins	Anders
45	New York Post	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
1	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
29	The Florida Times Union	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
60	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
28	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
48	Washington Post (Washington, DC)	May 10, 1969	Anders, Statue de Montezuma Thins	Anders
70	The Tampa Tribune (Tampa, FL)	December 16, 1969	Anders, Statue de Montezuma Thins	Anders
18	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
50	The Tampa Tribune (Tampa, FL)	December 16, 1969	Anders, Statue de Montezuma Thins	Anders
50	Washington Post (Washington, DC)	May 10, 1969	Anders, Statue de Montezuma Thins	Anders
60	Washington Post (Washington, DC)	May 10, 1969	Anders, Statue de Montezuma Thins	Anders
38	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
67	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
67	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
21	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
41	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
14	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
16	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
9	The Denver Post	December 10, 1969	Anders, Statue de Montezuma Thins	Anders
41	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
44	The Virginia Post (Richmond, VA)	February 10, 1969	Anders, Statue de Montezuma Thins	Anders
22	The Virginia Post (Richmond, VA)	February 10, 1969	Anders, Statue de Montezuma Thins	Anders
74	The Virginia Post (Richmond, VA)	February 10, 1969	Anders, Statue de Montezuma Thins	Anders
19	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
70	The Tampa Tribune (Tampa, FL)	December 16, 1969	Anders, Statue de Montezuma Thins	Anders
51	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
42	International Herald Tribune	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
63	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
65	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
20	Pittsburgh Post-Gazette	October 15, 1967	Anders, Statue de Montezuma Thins	Anders
7	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
24	Pittsburgh Post-Gazette	October 15, 1967	Anders, Statue de Montezuma Thins	Anders
43	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
19	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
74	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
66	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
17	New York Post	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
67	New York Post	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
67	New York Post	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
7	The Florida Times Union	March 10, 1977	Anders, Statue de Montezuma Thins	Anders
16	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
77	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders
55	The American-Southern Statesman (Ansonia, CT)	March 5, 1970	Anders, Statue de Montezuma Thins	Anders
68	The Capital Times (Madison, WI)	February 7, 1967	Anders, Statue de Montezuma Thins	Anders
61	The Capital Times (Madison, WI)	February 7, 1967	Anders, Statue de Montezuma Thins	Anders
66	Daily Herald (Springfield, MA)	October 1, 1968	Anders, Statue de Montezuma Thins	Anders
23	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
20	The New York Times	May 18, 1911	Anders, Statue de Montezuma Thins	Anders
70	St. Louis Post-Dispatch	September 10, 1969	Anders, Statue de Montezuma Thins	Anders
72	The New York Times	June 18, 1967	Anders, Statue de Montezuma Thins	Anders

Expert's Report: Robert M. Frank

[illegible]

Newspaper Articles Sorted by Manufacturer

Expert's Report: Robert M. Frank

<u>Magazine Number</u>	<u>Publication Name</u>	<u>Publication Date</u>	<u>Product Name</u>	<u>Manufacturer</u>
1	Grocer	July 8, 2014	Thin Thins	Vision On
2	Prepared Foods	June 2014	Stacy's Pretzel Thins	Stacy's Pretzel Co.
3	Snack Food & Wholesale Bakers	May 2014	Snit Thins	Blue Diamond
4	MMR	April 21, 2014	pretzel thins - Pretzel Thins	Road Foods
5	Entertainment Close-Up	March 27, 2014	Pretzel Thins	Road Foods
6	Natural Health	March-April 2014	thins	generic
7	Prepared Foods	March 2014	Artisan Nut Thins Cracker Snacks	Blue Diamond Almonds
8	Snack Food & Wholesale Bakers	March 2014	Stacy's Pretzel Thins	Stacy's Pretzel Co.
9	Entertainment Close-Up	February 10, 2014	Stacy's Pretzel Thins	Stacy's Pretzel Co.
10	Gourmet Retailer	February 1, 2014	thins	generic
11	Grocer	December 14, 2013	Ryvita Thins	Ryvita
12	Good Housekeeping	November 2013	Cinnamon Raisin Almond Thins	Norm's
13	Snack Food & Wholesale Bakers	November 2013	Almond Thins	Norm's Foods
14	Food & Beverage Close-Up	September 9, 2013	Nabisco Rice Thins	Nabisco / Mondelēz Inc.
15	Just Food.com	September 5, 2013	Nabisco Rice Thins	Nabisco
16	Grocer	August 24, 2013	Nabisco Rice Thins	Nabisco
17	just-food.com	August 19, 2013	Nabisco Rice Thins	Nabisco
18	Grocer	August 11, 2013	Ryvita Thins	Ryvita
19	Natural Health World	June 2013	thins	generic
20	Shape	May 2013	Artisan Nut Thins	Blue Diamond
21	FoodSource Director	February 2013	Artisan Nut Thins	Blue Diamond
22	The Food Industry Report	January 14, 2013	Almond Thins	generic
23	just-food.com	November 7, 2012	Crisp Thins	Good Doctor
24	Food & Beverage Close-Up	May 9, 2012	Testitos Thins	Puritan / Purina
25	Snack Food & Wholesale Bakers	May 2012	Pretzel Thins	United Pretzel Bakery, Inc.
26	Snack Food & Wholesale Bakers	March 2012	Almond Thins	Norm's Foods LLC
27	Candy Industries	February 2012	thins	generic
28	The Food Institute Report	January 9, 2012	Granola Thins	Nature Valley
29	India Business Insight	December 3, 2011	Nutro-Choice Thins	Britannia Industries
30	Grocer	March 5, 2011	Crisp Thins	Ridge Health
31	Grocer	December 3, 2010	Endoskin Thins	Wahbur's
32	Entertainment Close-Up	July 1, 2010	Granola Thins	Nature Valley
33	Food & Beverage Close-Up	June 23, 2010	Granola Thins	Nature Valley
34	just-food.com	June 22, 2010	Granola Thins	Nature Valley
35	Vegetarian Times	October 2009	Nut Thins	generic
36	Professional Candy Buyer	May-June 2009	thins	Shoreline Foods
37	MMR	April 13, 2009	Nut Thins	Blue Diamond
38	Good Housekeeping	March 2009	Whole Wheat Sandwich Thins	Arnold
39	Professional Candy Buyer	March-April 2009	Southwest Thins	On the Border
40	Grocery Headquarters	January 2009	Southwest Thins	On the Border
41	Grocery Headquarters	September 2008	Shortbread Thins	Wafers Shortbread
42	Grocer	August 16, 2008	Ryvita Thins	Ryvita
43	just-food.com	May 13, 2008	Thins	Cornell Soup
44	Snack Food & Wholesale Bakery	February 2008	Cornell Thins	On the Border
45	Grocer	June 2, 2007	Jacob's Thins	UBUK
46	Grocer	April 7, 2007	Jacob's Thins	UBUK
47	Stagnino's New Products Magazine	June 2005	Rice Thins	Back to Nature
48	Gourmet Retailer	May 2005	Rice Thins	Liberty Richter Sasmak
49	Food & Drug Packaging	April 2005	Nut Thins Crustless	Blue Diamond
50	Official Road Markets	February 19, 2005	Nut Thins	Blue Diamond
51	Professional Candy Buyer	January-February 2005	Snacklers and Cheese Thins	Rollands, Inc.
52	Grocer	April 11, 2004	wafer thins	generic
53	Nutrition World	April 2004	Mini Carb New Thins	CarbSense Foods, Inc.
54	Stagnino's New Products Magazine	March 2004	Mini Carb Sav Thins	CarbSense Foods, Inc.
55	Grocer	July 6, 2002	Corn Thins	Real Foods of Australia
56	USA Today (Magazine)	January 2002	Baked Potato Thins	William Post, Inc.
57	Super Marketing	July 7, 2000	Annals Ginger Thins	Annals
58	Advertising Age International	March 2000	Thins	generic
59	The Food Institute Report	March 8, 1999	Nut Thins	Frish Samantha
60	Goodweek	February 27, 1999	Spicy Fiesta Thins	Unile
61	ADWEEK Eastern Edition	October 11, 1998	Tortilla Thins	Rose's Foods / White Lay
62	Broadcasting & Cable	August 9, 1998	Doritos Tortilla Thins	White Lay
63	ADWEEK Eastern Edition	January 25, 1998	Doritos Tortilla Thins	White Lay / Pover
64	Milling & Baking News	September 15, 1992	Doritos Brand Tortilla Thins	White Lay

Magazine Articles Sorted by Publication Date

Expert's Report: Robert M. Frank

Magazine Number	Publication Name	Publication Date	Product Name	Manufacturer How Used
35	Advertising Age International	March, 2000	Thins	generic
61	ADWEEK Eastern Edition	October 11, 1992	Fortilla Thins	PepperCo Foods - Fried Lay
62	ADWEEK Eastern Edition	January 25, 1993	Doritos Fortilla Thins	Frito Lay - Fritos
63	Foodweek	February 27, 1985	Spicy Thins Thins	Frito Lay
67	Foodweeking & Cable	August 9, 1993	Doritos Fortilla Thins	Frito Lay
77	Candy Industry	February, 2002	Thins	generic
5	Entertainment Close-Up	March 27, 2011	Primal Thins	Rold Gold
9	Entertainment Close-Up	September 16, 2014	Spicy's Pretzel Thins	Spicy's Snacks - Frito Lay
32	Entertainment Close-Up	July 1, 2013	Guadalupe Thins	Nature Valley
13	Food & Beverage Close-Up	September 9, 2013	Nabisco Rice Thins	Nabisco - Mondelēz Int'l
34	Food & Beverage Close-Up	May 9, 2012	Tostitos Thins	Nature Valley
33	Food & Beverage Close-Up	June 21, 2012	Guadalupe Thins	Nature Valley
30	Food & Drink Packaging	April, 2005	Blue Thins Crisps	Blue Diamond
21	FoodService Director	February, 2013	Angus Nut Thins	Blue Diamond
12	FoodHousekeeping	November, 2014	Financier Raisin Almond Thins	Sevens
38	FoodHousekeeping	March, 2010	Whole Wheat Sandwich Thins	Arnold
37	Gourmet Retailer	February 1, 2014	Thins	generic
18	Gourmet Retailer	May, 2008	Rice Thins	Liberty Richter Sevens
1	Greener	July 8, 2014	Thin Thins	Nissin Co.
11	Greener	December 14, 2013	Rye Thins	Rye Thins
16	Greener	August 24, 2013	Sandwich Thins	Washburn
18	Greener	August 17, 2013	Thins Bliss	Rold Gold
24	Greener	March 8, 2011	Maple Thins	Rold Gold
31	Greener	December 4, 2010	Sandwich Thins	Washburn
42	Greener	August 16, 2008	Rye Thins	Rye Thins
43	Greener	June 7, 2007	Maple Thins	Liberty
46	Greener	April 7, 2007	Maple Thins	Liberty
65	Greener	April 16, 2004	Maple Thins	Liberty
35	Greener	July 6, 2002	Corn Thins	Blue Diamond
33	Grocery Headquarters	January, 2009	Southwest Thins	On the Border
11	Grocery Headquarters	September, 2008	Shortbread Thins	Walkers Shortbread
29	India Business Insights	December 31, 2011	Nature Valley Thins	Nature Valley
14	JustFood.com	September 4, 2013	Nature Valley Thins	Nature Valley
17	JustFood.com	August 19, 2013	Rye Thins	Rye Thins
23	JustFood.com	November 7, 2012	Corn Thins	Blue Diamond
24	JustFood.com	June 22, 2010	Guadalupe Thins	Nature Valley
62	JustFood.com	May 13, 2008	Thins	Campbell Soup
64	Milling & Baking News	September 15, 1990	Doritos Brand Fortilla Thins	Frito Lay
3	MNR	April 21, 2013	pretzel Thins - Pretzel Thins	Rold Gold
27	MNR	April 13, 2009	Nut Thins	Blue Diamond
6	Natural Health	March-April, 2014	Thins	generic
19	NutraSource World	June, 2013	Artisan Nut Thins	Blue Diamond
23	NutraSource World	April, 2014	Mini-Cake Soy Thins	Carbsense Foods, Inc.
61	Official Brand Markers	February 19, 2015	Maple Thins	Blue Diamond
2	Prepared Foods	June, 2014	Spicy's Pretzel Thins	Spicy's - Frito Lay
7	Prepared Foods	March, 2011	Artisan Nut Thins Cracker Snacks	Blue Diamond Almonds
26	Professional Candy Buyer	May-June 2009	Thins	Sheepers Snacks
20	Professional Candy Buyer	March-April, 2009	Southwest Thins	On the Border
61	Professional Candy Buyer	January-February, 2008	Spicy's and Cheese Thins	Rold Gold, Inc.
30	Shops	May, 2013	Multi-Seed Artisan Nut Thins	Blue Diamond
3	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
8	Snack Food & Wholesale Bakery	March, 2014	Maple Thins	Maple Thins Corp. Co.
72	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Nature Valley
25	Snack Food & Wholesale Bakery	May, 2012	Pretzel Thins	Unique Process Bakery, Inc.
34	Snack Food & Wholesale Bakery	March, 2012	Almond Thins	Nature Valley
44	Snack Food & Wholesale Bakery	February, 2009	Cheese Thins	On the Border
47	Stagnolo's New Products Magazine	June, 2015	Rice Thins	Back to Nature
59	Stagnolo's New Products Magazine	March, 2004	Mini-Cake Soy Thins	Carbsense Foods, Inc.
37	Super Marketing	July 1, 2009	Anna's Ginger Thins	Anna's
32	The Food Industry Report	January 14, 2013	Almond Thins	generic
58	The Food Institute Report	January 9, 2013	Guadalupe Thins	Nature Valley
60	The Food Institute Report	March 6, 1999	Nut Thins	Fresh Samanilla
55	USA Today (Magazine)	January, 2002	Baked Potato Thins	William Poll, Inc.
25	Vegetarian Times	October, 2005	Nut Thins	generic

Magazine Articles Sorted by Publication Name

Expert's Report: Robert M. Frank

Magazine Number	Publication Name	Publication Date	Product Name	Manufacturer / How Used
13	Snack Food & Wholesale Bakery	November, 2013	Almond Thins	Mondelez Foods
21	The Food Institute Report	January 14, 2013	almond Thins	Mondelez
26	Snack Food & Wholesale Bakery	May 2013	Almond Thins	Mondelez Foods
37	Super Marketing	July 2, 2008	Artisan's Crispell Thins	Arnsco
39	Nutritionals World	June, 2013	Artisan Nut Thins	Blue Diamond
21	FoodService Director	February, 2013	Artisan Nut Thins	Blue Diamond
7	Prepared Foods	March, 2014	Artisan Nut Thins Cracker Snacks	Blue Diamond Almonds
28	USA Today (Magazine)	January, 2007	Baked Potato Thins	William Pollack Inc.
44	Snack Food & Wholesale Bakery	January, 2008	Cantina Thins	On the Border
12	Good Housekeeping	November, 2013	Cinnamon Raisin Almond Thins	Mondelez
53	Grocer	July 8, 2002	Crisp Thins	Real Foods of Australia
23	grocery.com	November 7, 2012	Crisp Thins	Real Foods
60	Milking & Dosing News	September 15, 1992	Donna's Brand Tortilla Thins	Prime-Lay
62	Broadband & Cable	August 4, 1993	Donna's Tortilla Thins	Prime-Lay
63	ADWEEK Eastern Edition	January 25, 1993	Donna's Tortilla Thins	Prime-Lay / Pepsi
1	Grocer	July 5, 2014	Garden Thins	Nature Valley
28	The Food Institute Report	January 4, 2013	Garden Thins	Nature Valley
22	Entertainment Class Up	July 1, 2010	Garden Thins	Nature Valley
23	Food & Beverage Class Up	June 24, 2010	Garden Thins	Nature Valley
24	Fast Food.com	June 22, 2010	Garden Thins	Nature Valley
45	Grocer	June 2, 2007	Garden Thins	100%K
48	Grocer	April 9, 2007	Garden Thins	100%K
24	Entrepreneur's World	April, 2004	Marinich Soy Thins	Carbsense Foods, Inc.
24	Snuggles New Products Magazine	March, 2003	Marinich Soy Thins	Carbsense Foods, Inc.
30	Shops	May, 2003	Malden-Sedon Artisan Nut Thins	Blue Diamond
14	Food & Beverage Class Up	September 9, 2013	Nabisco Rice Thins	Nabisco / Mondelez Int'l
15	Fast Food.com	September 5, 2012	Nabisco Rice Thins	Nabisco
2	Snack Food & Wholesale Bakery	May, 2014	Nut Thins	Blue Diamond
22	Vegetarian Times	October, 2009	Nut Thins	generic
39	MMR	April 13, 2009	Nut Thins	Blue Diamond
49	The Food Institute Report	March 8, 1999	Nut Thins	fresh Serrano
50	Official Board Meetings	February 19, 2004	Nut Thins	Blue Diamond
49	Food & Drug Packaging	April, 2004	Nut Thins Crisps	Blue Diamond
20	Food Business Journal	November 11, 2003	Nut Thins Crisps	Blue Diamond
20	Grocer	March 5, 2011	Nut Thins Crisps	Blue Diamond
3	Entertainment Class Up	March 22, 2014	On the Border	On the Border
20	Snack Food & Wholesale Bakery	May, 2012	On the Border	On the Border
4	MMR	April 21, 2014	On the Border	On the Border
48	Gourmet Reporter	May, 2007	On the Border	On the Border
47	Snuggles New Products Magazine	June, 2006	On the Border	On the Border
11	Grocer	December 14, 2013	On the Border	On the Border
17	Fast Food.com	August 10, 2013	On the Border	On the Border
42	Grocer	August 10, 2008	On the Border	On the Border
16	Grocer	August 24, 2012	On the Border	On the Border
31	Grocer	December 4, 2010	On the Border	On the Border
41	Grocer Headquarters	September, 2008	On the Border	On the Border
51	Professional Candy Buyer	January-February, 2009	On the Border	On the Border
39	Professional Candy Buyer	March-April, 2009	On the Border	On the Border
40	Grocer Headquarters	January, 2009	On the Border	On the Border
60	PrimeWeek	February 27, 2008	On the Border	On the Border
2	Prepared Foods	June, 2011	On the Border	On the Border
8	Snack Food & Wholesale Bakery	March, 2014	On the Border	On the Border
6	Entertainment Class Up	February 19, 2014	On the Border	On the Border
6	National Health	March-April, 2014	On the Border	On the Border
10	Gourmet Reporter	February 1, 2014	On the Border	On the Border
27	Candy Industry	February, 2012	On the Border	On the Border
36	Professional Candy Buyer	May-June, 2009	On the Border	On the Border
42	Fast Food.com	May 13, 2008	On the Border	On the Border
59	Advertising Age International	March, 2009	On the Border	On the Border
19	Grocer	August 17, 2012	On the Border	On the Border
61	ADWEEK Eastern Edition	October 11, 1993	On the Border	On the Border
14	Food & Beverage Class Up	May 9, 2012	On the Border	On the Border
52	Grocer	April 10, 2004	On the Border	On the Border
38	Good Housekeeping	March, 2000	On the Border	On the Border

Magazine Articles Sorted by Product Name

Expert's Report: Robert M. Frank

Magazine Number	Publication Name	Publication Date	Product Name	Manufacturer How Used
37	Super Marketing	July 2, 2009	Annie's Cakes - Thins	Annie's
38	Good Housekeeping	March 2008	Whole Wheat Sarewell Thins	Arnold
47	Supper's New Products Magazine	June 2008	Rice Thins	Back to Nature
51	Professional Candy Buyer	January - February 2009	Snackery and Cheese Thins	Banquet, Inc.
7	Snack Food & Wholesale Bakery	May 2014	Nut Thins	Blue Diamond
19	Nutritional World	June 2013	Archer Nut Thins	Blue Diamond
20	Shake	May 2013	Mult Seed Archer Nut Thins	Blue Diamond
21	FoodService Director	February 2013	Archer Nut Thins	Blue Diamond
32	MNR	April 13, 2009	Nut Thins	Blue Diamond
49	Food & Drug Packaging	April 2008	Nut Thins Crackers	Blue Diamond
59	Official Buyer's Markets	February 10, 2009	Nut Thins	Blue Diamond
7	Prepared Foods	March 2014	Archer Nut Thins (Cracker) Snacks	Blue Diamond Brands
20	India Business Express	December 15, 2011	Archer Cheddar Thins	Brunner Industries
43	Just-foed.com	May 13, 2008	Thins	Campbell Soup
54	Nutritional World	April 2008	Mult Seed See Thins	Carlson Foods, Inc.
54	Supper's New Products Magazine	March 2008	Mult Seed See Thins	Carlson Foods, Inc.
60	Brandwatch	February 27, 2008	Sauce Pasta Thins	Capri
73	Just-foed.com	November 7, 2012	Crisp Thins	Food Doctor
77	The Food Institute Report	March 8, 2009	Nut Thins	Fresh Samantha
82	Brandwatch & Condo	August 9, 2009	Dehydrator Thins	Frederick
94	Milling & Baking News	September 15, 2002	Porter Board Tortilla Thins	Frederick
94	ADWEEK Eastern Edition	January 25, 1993	Dehydrator Tortilla Thins	Frederick
9	Natural Health	March-April 2012	Ships	Frederick
10	Confection Retailer	February 1, 2014	Ships	Frederick
25	The Food Institute Report	January 14, 2010	Almond Thins	Frederick
27	Candy Industry	February 1, 2012	Ships	Frederick
35	Vegetarian Times	October 2009	Nut Thins	Frederick
52	Confection	April 16, 2004	waterbath Thins	Frederick
66	Advertising Age International	March 2009	Thins	Frederick
68	Gourmet Retailer	May 2008	Rice Thins	Frederick
75	Just-foed.com	September 1, 2013	Nature's Rice Thins	Frederick
79	Food & Beverage Close-Up	September 1, 2013	Nature's Rice Thins	Frederick
88	The Food Institute Report	January 9, 2011	Garden of Eatin' Thins	Frederick
93	Entertainment Close-Up	July 1, 2010	Garden of Eatin' Thins	Frederick
94	Food & Beverage Close-Up	June 22, 2010	Garden of Eatin' Thins	Frederick
14	Just-foed.com	June 22, 2010	Garden of Eatin' Thins	Frederick
12	Good Housekeeping	November 2013	Crunchy Raisin Almond Thins	Frederick
13	Snack Food & Wholesale Bakery	November 2013	Almond Thins	Frederick
20	Snack Food & Wholesale Bakery	March 2012	Almond Thins	Frederick
29	Professional Candy Buyer	March-April 2009	Southwest Thins	Frederick
40	Grocery Headquarters	January 2009	Southwest Thins	Frederick
46	Snack Food & Wholesale Bakery	February 2008	Crunchy Thins	Frederick
74	Food & Beverage Close-Up	May 9, 2012	Tostitos Thins	Frederick
61	ADWEEK Eastern Edition	October 11, 1993	Tortilla Thins	Frederick
53	Grocery	July 6, 2002	Corn Thins	Frederick
4	MNR	April 24, 2014	pretzel thins - Pretzel Thins	Frederick
6	Entertainment Close-Up	March 27, 2014	Pretzel Thins	Frederick
10	Grocery	March 7, 2011	Pretzel Thins	Frederick
11	Grocery	November 14, 2011	Pretzel Thins	Frederick
17	Just-foed.com	August 10, 2013	Rice Thins	Frederick
18	Grocery	August 10, 2013	Rice Thins	Frederick
42	Grocery	August 17, 2013	Thins Rice	Frederick
26	Professional Candy Buyer	August 16, 2008	Rice Thins	Frederick
2	Prepared Foods	June 2014	Thins	Frederick
8	Snack Food & Wholesale Bakery	March 2014	Stacy's Pretzel Thins	Frederick
9	Entertainment Close-Up	February 10, 2014	Stacy's Pretzel Thins	Frederick
42	Grocery	June 7, 2007	Stacy's Pretzel Thins	Frederick
46	Grocery	April 7, 2007	Stacy's Pretzel Thins	Frederick
25	Snack Food & Wholesale Bakery	May 2012	Pretzel Thins	Frederick
1	Grocery	July 5, 2014	Thins	Frederick
41	Grocery Headquarters	September 2008	Shredded Thins	Frederick
16	Grocery	August 24, 2013	Shredded Thins	Frederick
21	Grocery	December 4, 2010	Shredded Thins	Frederick
50	USA Today (Magazine)	January 2002	Baked Potato Thins	Frederick

Magazine Articles Sorted by Manufacturer

Exhibit E

USPTO Records—Trademarks in
International Class 30 with THINS as part of the
Trademark

Summary of USPTO Search Query

Start List At: OR Jump to record: **87 Records(s) found (This page: 1 ~ 87)**

Refine Search: thins (fm,bl) and 030(k) and live(l)d

Submit

Current Search: thins (fm,bl) and 030(k) and live(l)d docs: 87 ecc: 298

Serial Number	Reg. Number	Word Mark	Check Status	Live/De
1	86209946	THIN STACKERS	TSDR	LIVE
2	86322134	SINFULLY THIN	TSDR	LIVE
3	86303897	COOKIE THINS	TSDR	LIVE
4	86107949	PROTI-THIN	TSDR	LIVE
5	86291268	CARAMELTHINS	TSDR	LIVE
6	86284840	CELEBRATE CANTINA THINS	TSDR	LIVE
7	86280208	THIN CHOICE	TSDR	LIVE
8	86277662	THIN CHIP DIP	TSDR	LIVE
9	86242447	MUFFIN THINS	TSDR	LIVE
10	86186895	CUPCAKE THINS	TSDR	LIVE
11	86186892	BROWNIE THINS	TSDR	LIVE
12	86186891	CAKE THINS	TSDR	LIVE
13	86166988	THINTASTIC BAGELS	TSDR	LIVE
14	86161729	COOKIE THINS	TSDR	LIVE
15	86116453	THINKTHIN PROTEIN	TSDR	LIVE
16	86115826	WE KNOW A THIN OR TWO ABOUT GREAT PRETZEL FLAVOR	TSDR	LIVE
17	86057927	THINKTHIN LEAN PROTEIN	TSDR	LIVE
18	86042058	WAFFLE THINS	TSDR	LIVE
19	86039100	THIN MEDIUM THICK	TSDR	LIVE
20	86039093	THIN MEDIUM THICK	TSDR	LIVE
21	86039087	THIN MEDIUM THICK	TSDR	LIVE
22	86009974	ALMOND THIN CRACKERS	TSDR	LIVE
23	85902420	BARKTHINS	TSDR	LIVE
24	85836396	BARKTHINS SNACKING CHOCOLATE	TSDR	LIVE
25	85607966	SMART THINS	TSDR	LIVE
26	85930930	CANTINA THINS	TSDR	LIVE
27	85596444	POPTHINS	TSDR	LIVE
28	85596441	THINPOPPED	TSDR	LIVE
29	85152375	THINS	TSDR	LIVE
30	85802009	THIN CRUST SQUARE	TSDR	LIVE

[This record continues on the following page.]

Expert's Report: Robert M. Frank

31	85871983	4418308	THIN THINGS	TSDR	LIVE
32	85850945		SMART & THIN	TSDR	LIVE
33	85820061		RICE THINS	TSDR	LIVE
34	85800552	4333157	SUPERTHIN	TSDR	LIVE
35	85692061		THIN 'N TRIM BAGELS	TSDR	LIVE
36	85692059		THIN 'N TRIM BUNS	TSDR	LIVE
37	86661466		RRRR DATON COOKIES COCONUT A LONG AND THIN COOKIE COATED WITH FINE CHOCOLATE ON ONE SIDE. A PERFECT MATCH OF ROASTED COCONUT FLAVOR WITH CRUNCHY TEXTURE AND SMOOTH CHOCOLATE MAKES IT IRRESISTIBLE. ROYCE! WWW.E-ROYCE.COM	TSDR	LIVE
38	85613081	4250188	CINNAMON THIN	TSDR	LIVE
39	85555380	4336742	COFFEE THINS	TSDR	LIVE
40	85419927	4151778	QTHINS	TSDR	LIVE
41	85419918	4181777	QTHINS	TSDR	LIVE
42	85263229	4126741	POCKET THINS	TSDR	LIVE
43	85214141	4009288	THIN MINIS	TSDR	LIVE
44	85194002	4094572	COUNTRY THINS	TSDR	LIVE
45	85161047	4043300	NEWTON'S FRUIT THINS	TSDR	LIVE
46	85157506	4050610	FALAFEL THINS	TSDR	LIVE
47	85150411	3977159	TUSCANO THIN	TSDR	LIVE
48	85145042	4354344	CRISPY! CRACKERY! CRUNCHY! ORIGINAL THIN	TSDR	LIVE
49	85135708	4013885	GRILLIN' THINS	TSDR	LIVE
50	85112579	4254408	DELI THIN SANDWICH BREAD	TSDR	LIVE
51	85006318	3870613	BLUE THINS	TSDR	LIVE
52	79111074		CORN THINS	TSDR	LIVE
53	78645873	3212339	WATERTHINS	TSDR	LIVE
54	78384508	3088483	THINNER THAN THIN	TSDR	LIVE
55	78382098	3263479	TWIN CAKES	TSDR	LIVE
56	78314427	2887408	THICKENTHIN NOT/SUGAR	TSDR	LIVE
57	78290930	2900867	LOVE THAT THIN WHEAT CRUNCH	TSDR	LIVE
58	77969785	4165005	THIN A BAGEL	TSDR	LIVE
59	77926185	3962893	TRUE THIN	TSDR	LIVE
60	77887058	3855948	THINWICH	TSDR	LIVE

[This record continues on the following page.]

61	77798364	4269364	BAGEL THINS	TSDR	LIVE
62	77713781	3920399	FABULOUS FLATS THIN IS IN	TSDR	LIVE
63	77705302	3704805	BISCOTTIN	TSDR	LIVE
64	77501818	3637850	SANDWICH THINS	TSDR	LIVE
65	77485870	3728316	THINNY THIN THINS	TSDR	LIVE
66	77372726	3536211	IRRESISTIBLY CRUNCHY, NATURALLY THIN, DELICIOUSLY GOURMET.	TSDR	LIVE
67	77166579	3564922	ANNA'S GINGER THINS DELICADITAS DE JENGIBRE 0 TRANS FAT	TSDR	LIVE
68	76702065	3698318	COCO THIN	TSDR	LIVE
69	76696305	3680113	RICH & THIN	TSDR	LIVE
70	76655828	3190782	THINTASTIC	TSDR	LIVE
71	76546611	3125332	THINK FLAT. GET THIN.	TSDR	LIVE
72	76530924	2985869	PRIMO THIN	TSDR	LIVE
73	76522635	2698929	THIN-N-THIN	TSDR	LIVE
74	76747799	2333402	MEGATHIN	TSDR	LIVE
75	75195490	2143587	NUT THINS	TSDR	LIVE
76	74528350	1982930	PITA THINS	TSDR	LIVE
77	74421033	1926608	SWEET THINS	TSDR	LIVE
78	74318436	1689079	THIN 'N RIGHT	TSDR	LIVE
79	74210925	1718484	STONED WHEAT THINS	TSDR	LIVE
80	74161247	1733371	THIN 'N LIGHT	TSDR	LIVE
81	73830923	1614111	SCHMIDT BLUE RIBBON THIN	TSDR	LIVE
82	73810732	1590093	GARDEN CHICKEN THINS	TSDR	LIVE
83	73478826	1339385	GOURMET THINS	TSDR	LIVE
84	73437021	1321054	THIN'S INN	TSDR	LIVE
85	73358564	1244724	VEGETABLE THINS	TSDR	LIVE
86	73120972	1096198	THIN 'N CRISPY	TSDR	LIVE
87	73045498	1022799	WHEAT THINS	TSDR	LIVE

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USPTO Record # 1



Word Mark	ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT
Translations	The foreign wording in the mark translates into English as "gingerbread thins"
Goods and Services	IC 030. US 046. G & S: Cookies, gingerbread biscuits, and biscuits. FIRST USE: 19970900. FIRST USE IN COMMERCE: 19970900
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	08.01.03 - Biscuits; Brioche 26.11.21 - Rectangles that are completely or partially shaded 26.17.09 - Bands, curved; Bars, curved; Curved line(s), band(s) or bar(s); Lines, curved
Trademark Search	ART-08.01 Baked Goods
Facility Classification	ART-19.07 Small containers
Code	NOTATION-SYMBOLS Notation Symbols such as Non-Latin characters, punctuation and mathematical signs, zodiac signs, prescription marks NUM-0-ZERO Marks containing "0" or the word Zero SHAPES-BAR-BANDS Designs with bar, bands or lines SHAPES-COLORS-3-OR-MORE Design listing or lined for three or more colors SHAPES-GEOMETRIC Geometric figures and solids including squares, rectangles, quadrilaterals and polygons
Serial Number	77166579
Filing Date	April 26, 2007
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 18, 2008
Registration Number	3568922
Registration Date	February 3, 2009
Owner	(REGISTRANT) AB Annas Pepparkaker JOINT STOCK COMPANY SWEDEN Raibovagen 23 135 48 Tyreso SWEDEN
Attorney of Record	B. Brett Heaven
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GINGER THINS DELGADITAS DE JENGIBRE" AND "0 TRANS FAT" APART FROM THE MARK AS SHOWN
Description of Mark	The color(s) RED, WHITE, BLACK AND YELLOW is/are claimed as a feature of the mark. The mark consists of "ANNA'S" in red, outlined in white at the top. Under the word "ANNA'S" is a space or cut-out in the shape of a gingerbread biscuit outlined in red. The white color and lines shown in the biscuit-shaped cut-out is meant to symbolize transparent packaging and does not indicate that the cut-out space is white in color. Under the biscuits are the words "GINGER THINS" and "DELGADITAS DE JENGIBRE" in white. In the wording "0 TRANS FAT", the "0" is white and "TRANS FAT" is black. The wording "0 TRANS FAT" is inside a yellow banner to the left of the space or cut out. The dotted lines in the drawing are not part of the mark and only serve to show the position of the mark on the packaging.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 2

BAGEL THINS

Word Mark	BAGEL THINS
Goods and Services	IC 030, US 046, G & S: bakery products, not including cookies. FIRST USE: 20100107, FIRST USE IN COMMERCE: 20100107
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77798364
Filing Date	August 6, 2009
Current Basis	1A
Original Filing Basis	1B
Date Amended to Current Register	November 8, 2012
Registration Number	4259364
Registration Date	December 11, 2012
Owner	(REGISTRANT) GRUPO BIMBO, S.A. B. DE C.V. CORPORATION MEXICO NO. 1000, COL. PENA BLANCA SANTA FE PROLONGACION PASEO DE LA REFORMA MEXICO CITY MEXICO 01210
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slevick
Prior Registrations	3427797
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "BAGEL" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	SUPPLEMENTAL
Live/Dead Indicator	LIVE

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USPTO Record # 3

BARKTHINS

Word Mark BARKTHINS
Goods and Services IC 030, US 046 G & S: Bakery goods; Chocolate candies; Confectionery made of sugar; Cookies and crackers; Snack cakes; Snack foods, namely, chocolate-based snack foods; Snack mix consisting primarily of crackers, pretzels and/or popped popcorn. FIRST USE: 20130101. FIRST USE IN COMMERCE: 20130101
Standard Characters Claimed
Mark Drawing Code (4) STANDARD CHARACTER MARK
Serial Number 85902420
Filing Date April 12, 2013
Current Basis 1A
Original Filing Basis 1B
Published for Opposition September 10, 2013
Registration Number 4523246
Registration Date April 29, 2014
Owner (REINSTANT) Cody Kramer Imports, LLC LIMITED LIABILITY COMPANY NEW YORK 225 North Route 303 Congers NEW YORK 10920
(LAST LISTED OWNER) RIPPLE BRAND COLLECTIVE, LLC CORPORATION NEW YORK 225 NORTH ROUTE 303 SUITE 101 CONGERS NEW YORK 10920
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record William S. Frommer, Esq.
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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USPTO Record # 4

barkTHINS
— snacking chocolate —

Word Mark BARKTHINS SNACKING CHOCOLATE
Goods and Services IC 030, US 046, G & S: Bakery goods; Chocolate candies; Confectionery made of sugar; Cookies and crackers; Snack cakes; Snack foods, namely, chocolate-based snack foods; Snack mix consisting primarily of crackers, pretzels and/or popped popcorn. FIRST USE: 20130101, FIRST USE IN COMMERCE: 20130101
Mark Drawing Code (3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design 28.17.01 - Bands, straight; Bars, straight; Lines, straight; Straight line(s), band(s) or bar(s)
Search Code 28.17.05 - Bands, horizontal; Bars, horizontal; Horizontal line(s), band(s) or bar(s); Lines, horizontal
Serial Number 85830396
Filing Date January 23, 2013
Current Basis 1A
Original Filing Basis 1B
Published for Opposition June 4, 2013
Registration Number 4502984
Registration Date March 25, 2014
Owner (REGISTRANT) Cody Kramer Imports, LLC LIMITED LIABILITY COMPANY NEW YORK 225 North Route 303 Congers NEW YORK 10920
(LAST LISTED OWNER) RIPPLE BRAND COLLECTIVE, LLC CORPORATION NEW YORK 225 NORTH ROUTE 303 SUITE 101 CONGERS NEW YORK 10920
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record William S. Frommer, Esq.
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SNACKING CHOCOLATE" APART FROM THE MARK AS SHOWN
Description of Mark Color is not claimed as a feature of the mark. The mark consists of the words "BARKTHINS" in larger stylized fonts above the words "SNACKING CHOCOLATE" in smaller stylized fonts with a line at each side.
Type of Mark TRADEMARK
Register PRINCIPAL
Live/Dead Indicator LIVE

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USPTO Record # 5

BLUE THINS

Word Mark	BLUE THINS
Goods and Services	IC 030. US 046. G & S: cookies, biscuits, crackers. FIRST USE: 20041200 FIRST USE IN COMMERCE: 20041200
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85006318
Filing Date	April 5, 2010
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	August 17, 2010
Registration Number	3870613
Registration Date	November 2, 2010
Owner	(REGISTRANT) El Trigo S.A. CORPORATION URUGUAY Av. Gral. San Martin 3270 Montevideo URUGUAY
Attorney of Record	Leigh Ann Lindquist
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 6

CANTINA THINS

Word Mark	CANTINA THINS
Goods and Services	IC 030. US 046. G & S: Chips, namely, tortilla chips. FIRST USE: 20070407. FIRST USE IN COMMERCE: 20070407
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85930930
Filing Date	May 13, 2013
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	November 26, 2013
Registration Number	4566507
Registration Date	July 15, 2014
Owner	(REGISTRANT) Truco Enterprises, LP Truco GP, Inc., Incorporated in Delaware LIMITED PARTNERSHIP DELAWARE 2727 Reilly Road Suite 134 Carrollton TEXAS 75008
Attorney of Record	Gregory W. Carr
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 7



Word Mark	COFFEE THINS
Goods and Services	IC 030, US 046, G & S: Coffee based candy. FIRST USE: 20120614, FIRST USE IN COMMERCE: 20120814
Mark Drawing Code	(3) DESIGN PLUS WORDS, LETTERS, AND/OR NUMBERS
Design Search Code	24.09.07 - Advertising, banners; Banners 26.11.21 - Rectangles that are completely or partially shaded 26.11.28 - Miscellaneous designs with overall rectangular shape; Rectangular shapes (miscellaneous overall shape)
Serial Number	8565360
Filing Date	February 28, 2012
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	July 24, 2012
Registration Number	4339742
Registration Date	May 21, 2013
Owner	(REGISTRANT) Tierra Nueva Fine Cocoa, LLC LIMITED LIABILITY COMPANY FLORIDA 1130 NW 159th Drive Miami FLORIDA 33169
Attorney of Record	Jesus Sanchez
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "COFFEE" APART FROM THE MARK AS SHOWN
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the words "COFFEE THINS" in capital letters in a stylized font inside of a banner.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 8

COUNTRY THINS

Word Mark	COUNTRY THINS
Goods and Services	IC 030, US 046, G & S: Bakery products, FIRST USE: 20110505, FIRST USE IN COMMERCE: 20110505
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85194002
Filing Date	December 9, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 19, 2011
Registration Number	4094572
Registration Date	January 31, 2012
Owner	(REGISTRANT) Orograin Bakeries Products, Inc CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044 (LAST LISTED OWNER) BIMBO BAKERIES USA, INC. CORPORATION DELAWARE 233 BUSINESS CENTER DRIVE HORSHAM PENNSYLVANIA 19044
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slavick
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 9

FALAFEL THINS

Word Mark	FALAFEL THINS
Goods and Services	IC 030, US 046, G & S: wheat, corn, fava beans and chick peas based snack chips. FIRST USE: 20101020, FIRST USE IN COMMERCE: 20101020
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85157506
Filing Date	October 20, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	April 12, 2011
Registration Number	4050610
Registration Date	November 1, 2011
Owner	(REGISTRANT) Ragonese, Regina INDIVIDUAL UNITED STATES 48 Rogers Road Haverhill MASSACHUSETTS 01835
Attorney of Record	Brendan M. Shortell
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FALAFEL" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Registrar	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 10

Typed Drawing

Word Mark	GARDEN CHICKEN THINS
Goods and Services	IC 030, US 046, G & S: BREAD, PASTRIES, BISCUITS, CAKES, SNACK FOOD PRODUCTS, NAMELY, CRACKERS. FIRST USE: 19780000. FIRST USE IN COMMERCE: 19780000
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73810732
Filing Date	July 3, 1989
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	January 9, 1990
Registration Number	1590093
Registration Date	April 3, 1990
Owner	(REGISTRANT) GARDEN COMPANY LIMITED, THE COMPANY HONG KONG 58 CASTLE PEAK ROAD KOWLOON HONG KONG
Attorney of Record	M. John Carson
Prior Registrations	1114211
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "CHICKEN" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20100205.
Renewal	2ND RENEWAL 20100205
Live/Dead Indicator	LIVE

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USPTO Record # 11

Typed Drawing

Word Mark	GOURMET THINS
Goods and Services	IC 030. US 046. G & S: Crisp Bread. FIRST USE: 19831220. FIRST USE IN COMMERCE: 19831220
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73473826
Filing Date	April 5, 1984
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 26, 1985
Registration Number	1339385
Registration Date	June 4, 1985
Owner	(REGISTRANT) Nora Matprodukter A/S CORPORATION NORWAY Postboks 4642 Trondheimsveien 2 Soflienber, Oslo 5 NORWAY
	(LAST LISTED OWNER) STABBURET A/S CORPORATION NORWAY P.O. BOX 711 POLBOTN NORWAY 1411
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	FRANK S. HISCOX
Type of Mark	TRADEMARK
Registrar	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20050802.
Renewal	1ST RENEWAL 20050802
Live/Dead Indicator	LIVE

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USPTO Record # 12

GRILLIN' THINS

Word Mark	GRILLIN' THINS
Goods and Services	IC 030. US 046. G & S. Bread, namely, buns and rolls. FIRST USE: 20110228. FIRST USE IN COMMERCE: 20110228
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85135708
Filing Date	September 22, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	March 8, 2011
Registration Number	4013885
Registration Date	August 16, 2011
Owner	(REGISTRANT) Bimbo Bakeries USA, Inc. CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044
Attorney of Record	Scott J. Slavick
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "GRILLING" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 13

NEWTON'S FRUIT THINS

Word Mark	NEWTON'S FRUIT THINS
Goods and Services	IC 030. US 046. G & S: Cookies. FIRST USE: 20110401. FIRST USE IN COMMERCE 20110401
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85181047
Filing Date	November 19, 2010
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	May 17, 2011
Registration Number	4043300
Registration Date	October 18, 2011
Owner	(REGISTRANT) KRAFT FOODS GLOBAL BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE THREE LAKES DRIVE NORTHFIELD ILLINOIS 60093 (LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Matthew A. Griffin
Prior Registrations	0098173;1669627;3624027
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "FRUIT THINS" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 14

Typed Drawing

Word Mark NUT-THINS
Goods and Services IC 030, US 046, G & S: flour-based wafers with almonds or other nuts as an ingredient. FIRST USE: 19970717, FIRST USE IN COMMERCE: 19970717
Mark Drawing Code (1) TYPED DRAWING
Serial Number 75185490
Filing Date November 12, 1996
Current Basis 1A
Original Filing Basis 1B
Published for Opposition July 28, 1997
Registration Number 2143587
Registration Date March 10, 1998
Owner (REGISTRANT) CALIFORNIA ALMOND GROWERS EXCHANGE DBA Blue Diamond Growers CORPORATION CALIFORNIA 1802 C Street P.O. Box 1768
Sacramento CALIFORNIA 95814
(LAST LISTED OWNER) BLUE DIAMOND GROWERS CORPORATION CALIFORNIA 1802 C STREET SACRAMENTO CALIFORNIA 95814
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Susan G. O'Neill
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20080314.
Renewal 1ST RENEWAL 20080314
Live/Dead Indicator LIVE

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USPTO Record # 15

Typed Drawing

Word Mark PITA THINS
Goods and Services IC 030, US 046 G A S flat bread. FIRST USE: 19950621, FIRST USE IN COMMERCE: 19950821
Mark Drawing Code (1) TYPED DRAWING
Serial Number 74529350
Filing Date May 25, 1994
Current Basis 1A
Original Filing Basis 1B
Published for Opposition April 25, 1995
Registration Number 1982930
Registration Date June 25, 1995
Owner (REGISTRANT) GRECIAN DELIGHT FOODS, INC. CORPORATION DELAWARE 1201 Tonne Road Elk Grove Village ILLINOIS 60007
(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST
HANOVER NEW JERSEY 07936
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Daniel N. Christus
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "PITA" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (8-YR), SECTION 8(10-YR) 20060831.
Renewal 1ST RENEWAL 20060831
Live/Dead Indicator LIVE

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USPTO Record # 16

POCKET THINS

Word Mark	POCKET THINS
Goods and Services	IC 030, US 046 G & S Bakery goods FIRST USE: 20111020, FIRST USE IN COMMERCE: 20111020
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85263229
Filing Date	March 10, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	August 30, 2011
Registration Number	4126741
Registration Date	April 10, 2012
Owner	(REGISTRANT) Arnold Products, Inc. CORPORATION DELAWARE 255 Business Center Drive Horsham PENNSYLVANIA 19044
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Scott J. Slavick
Prior Registrations	3637950
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "POCKET" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 17

QThins

Word Mark	QTHINS
Goods and Services	IC 030, US 046, G & S: Candy; chocolate; cookies. FIRST USE: 20120100. FIRST USE IN COMMERCE: 20120100
Mark Drawing Code	(6) WORDS, LETTERS, AND/OR NUMBERS IN STYLIZED FORM
Serial Number	85419927
Filing Date	September 12, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	January 3, 2012
Registration Number	4151778
Registration Date	May 29, 2012
Owner	(REGISTRANT) Q, bel Foods LLC LIMITED LIABILITY COMPANY NEW YORK 220 Piermont Avenue Nyack NEW YORK 10960
Attorney of Record	Marc S. Sher
Description of Mark	Color is not claimed as a feature of the mark. The mark consists of the word "QTHINS" in stylized font.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 18

QTHINS

Word Mark	QTHINS
Goods and Services	IC 030, US 046. G & S: Candy; chocolate; cookies. FIRST USE: 20120100. FIRST USE IN COMMERCE: 20120100
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	85418915
Filing Date	September 12, 2011
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	December 20, 2011
Registration Number	4151777
Registration Date	May 29, 2012
Owner	(REGISTRANT) Q.bef Foods LLC LIMITED LIABILITY COMPANY NEW YORK 220 Piermont Avenue Nyack NEW YORK 10960
Attorney of Record	Marc S. Sher
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 19

SANDWICH THINS

Word Mark	SANDWICH THINS
Goods and Services	IC 030 US 046. G & S Bread, FIRST USE: 20080331. FIRST USE IN COMMERCE: 20080331
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77501818
Filing Date	June 18, 2008
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	March 31, 2009
Registration Number	3637950
Registration Date	June 18, 2009
Owner	(REGISTRANT) Arnold Products, Inc. CORPORATION DELAWARE 300 W. North Avenue Northlake ILLINOIS 60164
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Russell N. Rippamonti
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SANDWICH" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

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USPTO Record # 20

Typed Drawing

Word Mark STONED WHEAT THINS
Goods and Services IC 030, US 048, G & S: crackers. FIRST USE: 19840801. FIRST USE IN COMMERCE: 19840801
Mark Drawing Code (1) TYPED DRAWING
Serial Number 74210825
Filing Date October 9, 1991
Current Basis 1A
Original Filing Basis 1A
Published for Opposition June 30, 1992
Registration Number 1718484
Registration Date September 22, 1992
Owner (REGISTRANT) Nabisco, Inc. CORPORATION NEW JERSEY 7 Campus Drive Parsippany NEW JERSEY 070540311
(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded ASSIGNMENT RECORDED
Attorney of Record Mary A. Carragher
Prior Registrations 1022799
Disclaimer NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "STONED WHEAT" APART FROM THE MARK AS SHOWN
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20120930
Renewal 2ND RENEWAL 20120930
Live/Dead Indicator LIVE

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USPTO Record # 21

Typed Drawing

Word Mark	SWEET THINS
Goods and Services	IC 030. US 046. G & S: baked goods; namely, cakes and cookies. FIRST USE: 19931130. FIRST USE IN COMMERCE: 19931130
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	74421033
Filing Date	August 4, 1993
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	March 29, 1994
Registration Number	1928808
Registration Date	October 10, 1995
Owner	(REGISTRANT) Sweet Things, Inc. CORPORATION CALIFORNIA 1 Blackfield Road Tiburon CALIFORNIA 94920
Attorney of Record	Sheldon R. Meyer
Prior Registrations	1279121
Disclaimer	NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "SWEET" APART FROM THE MARK AS SHOWN
Type of Mark	TRADEMARK
Registrar	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (5-YR). SECTION 8(10-YR) 20050222.
Renewal	1ST RENEWAL 20050222
Live/Dead Indicator	LIVE

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USPTO Record # 22

Typed Drawing

Word Mark	THIN'S INN
Goods and Services	IC 030, US 046. Q & S: Low-Calorie Flavored Gelatin Desserts and Rice Based Snack Bars and Cookies. FIRST USE: 19810206. FIRST USE IN COMMERCE: 19810206
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73437021
Filing Date	August 1, 1983
Current Basis	1A
Original Filing Basis	1A
Published for Opposition	December 11, 1984
Registration Number	1321054
Registration Date	February 19, 1985
Owner	(REGISTRANT) Thin's Inn, Inc. CORPORATION NEW JERSEY 1989 Rutgers University Blvd. Lakewood NEW JERSEY 08701
Attorney of Record	Jacqueline Zion
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (8-YR). SECTION 8(10-YR) 20051031.
Renewal	1ST RENEWAL 20051031
Live/Dead Indicator	LIVE

* * * * *

USPTO Record # 23

THINNY THIN THINS

Word Mark	THINNY THIN THINS
Goods and Services	IC 030, US 046, G & S: Crackers, FIRST USE: 20090430, FIRST USE IN COMMERCE: 20090430
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	77485970
Filing Date	May 29, 2008
Current Basis	1A
Original Filing Basis	1B
Published for Opposition	October 28, 2008
Registration Number	3729315
Registration Date	December 22, 2009
Owner	(REGISTRANT) Silver Palate Kitchens, Inc. CORPORATION NEW JERSEY P.O. Box 512 300 Knickerbocker Road Cresskill NEW JERSEY 07626
Attorney of Record	John L. Ambrogio
Type of Mark	TRADEMARK
Register	PRINCIPAL
Live/Dead Indicator	LIVE

* * * * *

USPTO Record # 24

Typed Drawing

Word Mark VEGETABLE THINS
Goods and Services IC 030, US 046, G & S: Crackers FIRST USE: 19790228, FIRST USE IN COMMERCE: 19790228
Mark Drawing Code (1) TYPED DRAWING
Serial Number 73358584
Filing Date April 6, 1982
Current Basis 1A
Original Filing Basis 1A
Published for April 12, 1983
Opposition
Registration Number 1244724
Registration Date July 5, 1983
Owner (REGISTRANT) Nabisco, Inc. CORPORATION NEW JERSEY P. O. BOX 311 PARSIPPANY NEW JERSEY 07054
(LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST
HANOVER NEW JERSEY 07936
Assignment
Recorded ASSIGNMENT RECORDED
Attorney of Record Mary A. Carragher
Prior Registrations 0592479; 1022799
Disclaimer No claim is made to the exclusive right to use the word "Vegetable", apart from the mark as shown.
Type of Mark TRADEMARK
Register PRINCIPAL
Affidavit Text SECT 15, SECT 8 (6-YR), SECTION 8(10-YR) 20130322
Renewal 2ND RENEWAL 20130322
Live/Dead Indicator LIVE

* * * * *

USPTO Record # 25

WATERTHINS

Word Mark	WATERTHINS
Goods and Services	IC 030, US 046, G & S: Preparations made from flour, namely crackers, biscuits and bread sticks; cheese flavored snack foods which are cereal based; and pastas
Standard Characters Claimed	
Mark Drawing Code	(4) STANDARD CHARACTER MARK
Serial Number	78646873
Filing Date	June 8, 2005
Current Basis	44E
Original Filing Basis	44E
Published for Opposition	December 12, 2006
Registration Number	3212339
Registration Date	February 27, 2007
Owner	(REGISTRANT) Philemon Pty Ltd CORPORATION AUSTRALIA Unit 6/11 David Street Gateway Corporate Park Dandenong, Victoria AUSTRALIA 3175 (LAST LISTED OWNER) GREEN'S INTELLECTUAL HOLDINGS PTY LIMITED LIMITED COMPANY AUSTRALIA 29 GLENDENNING ROAD GLENDENNING NSW AUSTRALIA 2761
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Dean R. Karau
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15, SECT 8 (6-YR).
Live/Dead Indicator	LIVE

* * * * *

USPTO Record # 26

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Typed Drawing

Word Mark	WHEAT THINS
Goods and Services	IC 030. US 046. G & S. CRACKERS. FIRST USE: 19471231. FIRST USE IN COMMERCE: 19471231
Mark Drawing Code	(1) TYPED DRAWING
Serial Number	73045498
Filing Date	February 28, 1975
Current Basis	1A
Original Filing Basis	1A
Registration Number	1022799
Registration Date	October 14, 1975
Owner	(REGISTRANT) NABISCO, INC. CORPORATION NEW JERSEY 7 CAMPUS DRIVE PARSIPPANY NEW JERSEY 070540311 (LAST LISTED OWNER) INTERCONTINENTAL GREAT BRANDS LLC LIMITED LIABILITY COMPANY DELAWARE 100 DEFOREST AVENUE EAST HANOVER NEW JERSEY 07936
Assignment Recorded	ASSIGNMENT RECORDED
Attorney of Record	Douglas W. Cherry
Disclaimer	APPLICANT DISCLAIMS RIGHTS IN THE WORD "WHEAT" APART FROM THE MARK AS SHOWN.
Type of Mark	TRADEMARK
Register	PRINCIPAL
Affidavit Text	SECT 15. SECT 8 (6-YR). SECTION 8(10-YR) 20060301.
Renewal	2ND RENEWAL 20060301
Live/Dead Indicator	LIVE

Thins Summary #1

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Current Search: (thin) and (030)IC docs: 242 doc: 562

Serial Number	Reg. Number	Word Mark	Class	Status	Live/Dead
86378053		RICE THINS	30	TSDR	LIVE
86378052		CORN THINS	30	TSDR	LIVE
86280706		THIN CHOICE	30	TSDR	LIVE
86206948		THIN STACCHIA	30	TSDR	LIVE
86522134		SINFULLY THIN	30	TSDR	LIVE
86303697		COOKIE THINS	30	TSDR	LIVE
86107948	4551422	PROYL THIN	30	TSDR	LIVE
86291268		CARAMELTHINS	30	TSDR	LIVE
86284840		CELEBRATE CANTINA THINS	30	TSDR	LIVE
86272662		THIN CHIP DIP	30	TSDR	LIVE
86242447		MUFFIN THINS	30	TSDR	LIVE
86186885		CUPCAKE THINS	30	TSDR	LIVE
86186892		BROWNIE THINS	30	TSDR	LIVE
86186891		CAKE THINS	30	TSDR	LIVE
86186888		THINTASTIC BAGELS	30	TSDR	LIVE
86161729		COOKIE THINS	30	TSDR	LIVE
86116493		THINKTHIN PROTEIN	30	TSDR	LIVE
86116428		WE KNOW A THIN OR TWO ABOUT GREAT PRETZEL FLAVOR	30	TSDR	LIVE
86067027		THINKTHIN LEAN PROTEIN	30	TSDR	LIVE
86042038		WAFFLE THINS	30	TSDR	LIVE

Thins Summary #2

21	86038100	THIN MEDIUM THICK	TSDR	LIVE
22	86038093	THIN MEDIUM THICK	TSDR	LIVE
23	86038087	THIN MEDIUM THICK	TSDR	LIVE
24	86009474	ALMOND THIN CRACKERS	TSDR	LIVE
25	86613061	CINNAMON THIN	TSDR	LIVE
26	95819004	MR. THINSTERS	TSDR	DEAD
27	83192203	THIN KITCHEN	TSDR	DEAD
28	85802420	HARKTHINS	TSDR	LIVE
29	85830396	HARKTHINS SNACKING CHOCOLATE	TSDR	LIVE
30	86607969	SMART THINS	TSDR	LIVE
31	85830833	CANTINA THINS	TSDR	LIVE
32	85806444	POPTHINS	TSDR	LIVE
33	85896441	THINPOPPED	TSDR	LIVE
34	86132378	THINS	TSDR	LIVE
35	86612009	THIN CRUST SQUARE	TSDR	LIVE
36	86871983	THIN THINGS	TSDR	LIVE
37	85850945	SMART & THIN	TSDR	LIVE
38	85820051	RICE THINS	TSDR	LIVE
39	85800582	SUPERTHIN	TSDR	LIVE
40	85781237	BROWNIE THINS	TSDR	DEAD
41	85692061	THIN 'N TRIM BAGELS	TSDR	LIVE
42	85692069	THIN 'N TRIM BUNS	TSDR	LIVE
43	85661468	RRRR BATON COOKIES COCONUT A LONG AND THIN COOKIE COATED WITH FINE CHOCOLATE ON ONE SIDE. A PERFECT MATCH OF ROASTED COCONUT FLAVOR WITH CRUNCHY TEXTURE AND SMOOTH CHOCOLATE MAKES IT IRRESISTIBLE. ROYCE' WWW.E-ROYCE.COM	TSDR	LIVE
44	85389647	SUMMTHIN SPECIAL	TSDR	DEAD
45	85655360	COFFEE THINS	TSDR	LIVE
46	85509675	DELI-THIN BAGELS	TSDR	DEAD
47	85480838	CRISPY THIN CRUST	TSDR	DEAD
48	85427743	COOKIE THINS	TSDR	DEAD
49	86419927	QTHINS	TSDR	LIVE
50	86419915	QTHINS	TSDR	LIVE
51	85409296	PARTY THINS	TSDR	DEAD
52	85327863	SMART THINS	TSDR	DEAD
53	86263228	POCKET THINS	TSDR	LIVE
54	85263882	THINK THIN WEIGHT WELLNESS	TSDR	DEAD
55	86216481	CASERA THINS	TSDR	DEAD
56	86214141	THIN MINTS	TSDR	LIVE
57	85194002	COUNTRY THINS	TSDR	LIVE
58	86181047	NEWTON'S FRUIT THINS	TSDR	LIVE
59	86176717	THOMAS' BAGEL THINS	TSDR	DEAD
60	86175906	FALAFEL THINS	TSDR	LIVE

Thins Summary #3

61	85151396		THINWICH	TSDR	DEAD
62	85150419	3977169	TUSCANO THIN	TSDR	LIVE
63	85145042	4354344	CRISPY! CRACKERY! CRUNCHY! ORIGINAL THIN	TSDR	LIVE
64	85136019		THINKTHIN DELICIOUSLY NATURAL WEIGHT MANAGEMENT	TSDR	DEAD
65	85135964		THINKTHIN	TSDR	DEAD
66	85135946		THINKTHIN PROTEIN	TSDR	DEAD
67	85135708	4013885	GRILLIN' THINS	TSDR	LIVE
68	85112579	4254408	DELI-THIN SANDWICH BREAD	TSDR	LIVE
69	85111601		TRIM THINS	TSDR	DEAD
70	85104981		MUFFIN THINS	TSDR	DEAD
71	85098873		HAMBURGER THINS	TSDR	DEAD
72	85048572		HOT DOG THINS	TSDR	DEAD
73	85006318	3879813	BLUE THINS	TSDR	LIVE
74	79111074		CORN THINS	TSDR	DEAD
75	79042803		THIN ICE	TSDR	DEAD
76	78975209		PITA THINS	TSDR	DEAD
77	78906080	2183759	SALAD THIN	TSDR	DEAD
78	78645873	3212339	WATER THINS	TSDR	LIVE
79	78570038		SPRINKLE THIN	TSDR	DEAD
80	78360360	2023249	GELA THIN	TSDR	DEAD
81	78190938		BACON THINS	TSDR	DEAD
82	78432068	3089648	THIN DELIGHT	TSDR	DEAD
83	78401126	3044676	ALL NATURAL FALWASSER WATER THIN CRISPBREAD MADE IN AUSTRALIA	TSDR	DEAD
84	78385974		DOMINO'S CARB CRUNCHER THIN CRUST PIZZA	TSDR	DEAD
85	78385958		DOMINO'S CARB CONSCIOUS THIN CRUST PIZZA	TSDR	DEAD
86	78384708	3088463	THINNER THAN THIN	TSDR	LIVE
87	78382098	3263479	THIN CAKES	TSDR	LIVE
88	78314427	2897408	THICKENTHIN NOTSUGAR	TSDR	LIVE
89	78297732	2061243	THIN CITY	TSDR	DEAD
90	78290930	2800847	LOVE THAT THIN WHFAT CRUNCH	TSDR	LIVE
91	78284997		CARBTHIN	TSDR	DEAD
92	78268318	2836558	WINTERFRESH THIN ICE	TSDR	DEAD
93	78268333	2863802	EMMA'S THINS	TSDR	DEAD
94	78262289	2891271	THINK THIN I	TSDR	DEAD
95	78262237		THINTUTION	TSDR	DEAD
96	78245490	2881828	WAFFER THINS	TSDR	DEAD
97	78216387		STUFFERS WHEAT THINS	TSDR	DEAD
98	78208259		EXTRA THIN ICE	TSDR	DEAD
99	78197330		WHEAT THIN SANDWICH BITES	TSDR	DEAD
100	78182829		WHEAT THIN ROLLERS	TSDR	DEAD

Thins Summary #4

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Refine Search: (thins)[B] and (030)[C] Submit					
Current Search: (thins)[B] and (030)[C] docs: 242 doc: 562					
	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
101	78121101		HONEY GRAHAM THINS	TSDR	DEAD
102	78112297	2769184	THICKENTHIN NOTICEREAL	TSDR	DEAD
103	78112298	2771583	THICKENTHIN NOT/STARCH	TSDR	DEAD
104	78109477		TASTE'S GOOD. FEELS GOOD. WHEAT THINS.	TSDR	DEAD
105	78088271		WHEAT THINS CRISPERS	TSDR	DEAD
106	78088268		POTATO THINS	TSDR	DEAD
107	78088266		CHEESE THINS	TSDR	DEAD
108	78088264		TORTILLA THINS	TSDR	DEAD
109	78020168		WHEAT THINS CRISPS	TSDR	DEAD
110	77969785	4166005	THIN A BAGEL	TSDR	LIVE
111	77962834		ALMOND THINS	TSDR	DEAD
112	77940104		GOURMET PIZZA CRUST THINS	TSDR	DEAD
113	77926185	3962693	TRUE THIN	TSDR	LIVE
114	77913242		NICK'S CHICAGO THIN CRUST PIZZA	TSDR	DEAD
115	77898020		FRANZ THINWICHES	TSDR	DEAD
116	77897058	3855949	THINWICH	TSDR	LIVE
117	77879928		THIN DELIGHTS	TSDR	DEAD
118	77798540		BREAKFAST THINS	TSDR	DEAD
119	77788364	4289364	BAGEL THINS	TSDR	LIVE
120	77790260		PRIMO THIN	TSDR	DEAD

Thins Summary #5

121	77776356	2931828	RICE THINS	TSDR	DEAD
122	77776347	3931827	CORN THINS	TSDR	DEAD
123	77776827		CRISPITHINS	TSDR	DEAD
124	77767078		BURGER THINS	TSDR	DEAD
125	77767064		FLATBREAD THINS	TSDR	DEAD
126	77768144		THIN FOR LIFE	TSDR	DEAD
127	77713781	3920399	FABULOUS FLATB THIN IS IN	TSDR	LIVE
128	77705302	3704905	BISCOTTIN	TSDR	LIVE
129	77686215		MINT THINS	TSDR	DEAD
130	77625539		CAFÉ THINS	TSDR	DEAD
131	77575684		ANNA'S GINGER THINS DELGADITAS DE JENGIBRE TRADITIONAL SWEDISH COOKIES GALLETAS SUECAS TRADICIONALES 0 TRANS FAT SWEDISH RECIPE ANNA'S	TSDR	DEAD
132	77501866		THINTINI	TSDR	DEAD
133	77501618	3637950	SANDWICH THINS	TSDR	LIVE
134	77485970	3729315	THINNY THIN THINS	TSDR	LIVE
135	77372726	3535211	IRRESISTIBLY CRUNCHY, NATURALLY THIN DELICIOUSLY GOURMET	TSDR	LIVE
136	77347048		COOKIE THINS	TSDR	DEAD
137	77168870	3548622	ANNA'S GINGER THINS DELGADITAS DE JENGIBRE 0 TRANS FAT	TSDR	LIVE
138	77149161		THIN ICE	TSDR	DEAD
139	77111214		THIN KITCHEN	TSDR	DEAD
140	77101343		CRISPY ULTRA THIN	TSDR	DEAD
141	76976790	3382663	PALERMO'S VERI THIN	TSDR	DEAD
142	76702066	3898318	COCO THIN	TSDR	LIVE
143	76695395	3880113	RICH & THIN	TSDR	LIVE
144	76802967		BAGEL THINS	TSDR	DEAD
145	76692946		PIZZA THINS	TSDR	DEAD
146	76655828	3100792	THINTASTIC	TSDR	LIVE
147	76578426		SMACK THINS	TSDR	DEAD
148	76573150		PALERMO'S ULTIMATE THIN	TSDR	DEAD
149	76570218		CHIP'S CHIPS CHEESE THINS	TSDR	DEAD
150	76546811	3128232	THINK FLAT. GET THIN.	TSDR	LIVE
151	76544572	2899642	HERBA THIN	TSDR	DEAD
152	76530924	2985869	PRIMO THIN	TSDR	LIVE
153	76522835	2898929	THIN-N-THIN	TSDR	LIVE
154	76517182		YOU LOOK THIN. EAT.	TSDR	DEAD
155	76413982		JAVA THIN	TSDR	DEAD
156	76412434	2382410	THIN ICE	TSDR	DEAD
157	76329815	2731328	VERYSPECIAL THIN MINT	TSDR	DEAD
158	76285569		THIN ICE	TSDR	DEAD
159	76266126	2647683	THIN-LI-E THINS	TSDR	DEAD
160	76142848		THIN CRISP	TSDR	DEAD

Thins Summary #6

161	76129034		THIN COAT	TSDR	DEAD
162	76102168	2716189	YOU CAN'T GET ENOUGH OF THE THIN OR THE STUFFED, SOMETHING GOOD IN EVERY BITE	TSDR	DEAD
163	76100353		FIBERTHIN	TSDR	DEAD
164	76513538	2465142	KAMRILY OF SWITZERLAND ALMOND THINS	TSDR	DEAD
165	75781856	2495979	THIN ICE	TSDR	DEAD
166	75747799	2333402	MEGATHIN	TSDR	LIVE
167	76730502	2753402	COOKIE THINS	TSDR	DEAD
168	76633378		THINBAR	TSDR	DEAD
169	75458789	2226210	THIN-SATION	TSDR	DEAD
170	75468786	2226786	THIN SATION	TSDR	DEAD
171	75390007		THIN TASTES BETTER	TSDR	DEAD
172	75243787		MDALIA THINS	TSDR	DEAD
173	76195490	2143682	NUT-THINS	TSDR	LIVE
174	78036590		THIN DIET COFFEE	TSDR	DEAD
175	76082579	2064831	THIN RISE	TSDR	DEAD
176	76660073		THINIZZA	TSDR	DEAD
177	75605998	2026324	EAGLE NACHO THINS	TSDR	DEAD
178	74713847		MUNCH'EMS TATO THINS	TSDR	DEAD
179	74710183	1991230	THINZETTAS	TSDR	DEAD
180	74676249		THIN TASTES BETTER	TSDR	DEAD
181	74695205		PHI THINISLY THIN	TSDR	DEAD
182	74529350	1982930	PITA THINS	TSDR	LIVE
183	74528486		ZESTY CORN THINS	TSDR	DEAD
184	74525608		CORN THINS	TSDR	DEAD
185	74421033	1928629	SWEET THINS	TSDR	LIVE
186	74355818		GOLDEN GRANOLA THINS	TSDR	DEAD
187	74359887		GRANOLA THINS	TSDR	DEAD
188	74328754	1779117	KEEP THIN EASIER	TSDR	DEAD
189	74318436	1689079	THIN 'N RIGHT	TSDR	LIVE
190	74318328		THIN 'N THIN	TSDR	DEAD
191	74210925	1718484	STONED WHEAT THINS	TSDR	LIVE
192	74192580	1724802	SUPERTHIN	TSDR	DEAD
193	74184700		ORIGINAL THIN CRUST	TSDR	DEAD
194	74161247	1733371	THIN 'N LIGHT	TSDR	LIVE
195	74124972		CALIFORNIA THINS	TSDR	DEAD
196	74058137	1663511	TOASTED BRAN THINS	TSDR	DEAD
197	74032587		RICE BRAN THINS	TSDR	DEAD
198	74012120		B THIN	TSDR	DEAD
199	74004406		RICE THINS	TSDR	DEAD
200	74004805		RYE THINS	TSDR	DEAD

Thins Summary #7



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Current Search: (thins)[B] and (030)[IC] docs: 242 occ: 562

	Serial Number	Reg. Number	Word Mark	Check Status	Live/Dead
201	74004804	1651988	BRAN THINS	TSDR	DEAD
202	73838118	1635629	THIN BITS	TSDR	DEAD
203	73830923	1614111	SCHMIDT BLUE RIBBON THIN	TSDR	LIVE
204	73826415	1623149	THIN'N FLAKEY	TSDR	DEAD
205	73814475	1584988	OAT THINS	TSDR	DEAD
206	73810732	1590093	GARDEN CHICKEN THINS	TSDR	LIVE
207	73725776		SESAME THINS	TSDR	DEAD
208	73700242	1513788	EAT YOURSELF THIN!	TSDR	DEAD
209	73671679	1488000	CRISP'N THIN	TSDR	DEAD
210	73627398	1444349	GOLDEN THINS	TSDR	DEAD
211	73571226	1432125	STEINBERG'S BAGEL THINS	TSDR	DEAD
212	73568590	1438235	BUTTERCORN THINS	TSDR	DEAD
213	73560065		BAGEL THINS	TSDR	DEAD
214	73540245		PIZZA CRUNCH PIZZA CRISP PIZZA THINS	TSDR	DEAD
215	73509609	1344889	JACK'S LOTS-A-THINS	TSDR	DEAD
216	73493160	1365827	THIN THINKING	TSDR	DEAD
217	73485322	1333488	THIN-WICH	TSDR	DEAD
218	73473826	1339385	GOURMET THINS	TSDR	LIVE
219	73437021	1321054	THIN'S INN	TSDR	LIVE
220	73395988		THIN LINE	TSDR	DEAD

Thins Summary #8

221	73358584	1244724	VEGETABLE THINS	TSDR	LIVE
222	73268799	1204734	DIAMOND THINS	TSDR	DEAD
223	73190101	1131918	THE CHICAGO THIN	TSDR	DEAD
224	73123608	1093921	PAN-THIN	TSDR	DEAD
225	73120972	1096198	THIN 'N CRISPY	TSDR	LIVE
226	73082779	1070334	RAGU ITALIAN DESSERT THINS	TSDR	DEAD
227	73077306	1052001	ORIGINAL THIN SHELL CANDY TURKEY JOINTS	TSDR	DEAD
228	73068158	1067800	THINK THIN	TSDR	DEAD
229	73064993	1103671	WAFER-THIN	TSDR	DEAD
230	73063232	1040840	THINNY-THIN	TSDR	DEAD
231	73046535	1074673	THIN'S INN	TSDR	DEAD
232	73045498	1022799	WHEAT THINS	TSDR	LIVE
233	72434655	0977802	GELA-THIN	TSDR	DEAD
234	72391031	0937713	THIN-N-THIK	TSDR	DEAD
235	72387597	0929701	PARTY-THINS	TSDR	DEAD
236	72372577	1012619	TINY THINS	TSDR	DEAD
237	72272686	0862474	TATER THINS	TSDR	DEAD
238	72200170	0789777	THICK & THIN	TSDR	DEAD
239	72150572	0755178	THIN-FLO	TSDR	DEAD
240	72013176	0645208	SLIM-THINS	TSDR	DEAD
241	71551028	0592479	VERI-THIN	TSDR	DEAD
242	81034547	1034547	THIN'N CRISPY	TSDR	DEAD

Expert's Report: Robert M. Frank

Exhibit F

Internet Research: THINS

Internet Record # 1

en.wikipedia.org - Thins

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Thins

From Wikipedia, the free encyclopedia

 This article does not cite any references or sources. Please help improve this article by adding citations to reliable sources. Unsourced material may be challenged and removed. (June 2010)

Thins (Snackfood) is one of the largest brands of savoury snack potato chips (crisps) released in Australia and is owned by Snack Brands Australia. They are a thinly sliced variety of potato chip (crisp) and come in a variety of flavours including *Chicken*, *Original*, *Salt & Vinegar*, *BBQ ribs*, *"Cheese & Onion"*, *Sour Cream & Chives* and *Light & Tangy*. They compete chiefly with Smith's Selections Thinly Cut, another thinly sliced potato chip (crisp), along with various crinkle cut brands.

The Thins brand has undergone several ownership changes throughout its history. Originally owned by Arnott's the brand was sold to The Smith's Snackfood Company shortly after Arnott's was bought by the Campbell Soup Company in hostile takeover bid in 1997. Smith's in turn was purchased by PepsiCo and began to relabel the Thins brand jointly with Pepsi's own brand of thin potato chips, Lay's. They were sold under the moniker *Thins*; now known internationally as *Lays*. Smith's later sold Thins to Snack Foods Limited, while continuing to produce their own line of potato chips under the 'Lays' brand name. For a while there were two competing lines of potato chips released in Australia which were effectively the same product, even sharing similar packaging since the Thins packet was designed off the Lays ones released in North America. In 2007, Snack Foods Limited was purchased by Arnott's, and the Thins brand returned to the company which created it. Smith's produced a line of potato chips under the Lay's brand for a brief period of time until it was eventually rebranded as Smith's Crisps, while the traditional Smith's line was renamed Smith's Crinkles. Thins is still sold in Australia as a direct competitor to Smith's Crisps.

* * * * *

Internet Record # 2

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Wheat Thins

From Wikipedia, the free encyclopedia

This article has multiple issues. Please help improve it or discuss these issues on the talk page. (help)

- This article **relies on references to primary sources.** (October 2012)
- This article **needs additional citations for verification.** (October 2012)

Wheat Thins is a popular brand of baked cracker snacks distributed in the U.S. and Canada by Nabisco. It is also available in Australia through wholesaler USA Foods.^[1] Vegetable Thins, Oat Thins, Pile Thins, and Rice Thins, which are all spinoffs of Wheat Thins, are available in Canada and some regions of the United States. Wheat Thins come in many variations.

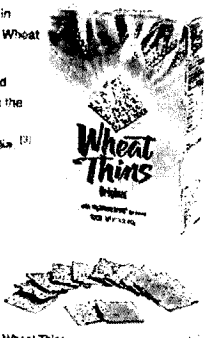
The snack is still well known by some for its late 1970s ad campaign starring Sandy Duncan. A more recent commercial aired during Super Bowl XLVI featuring Brian and Stewart from the animated sitcom *Family Guy*, in which Stewart puts emphasis on the "H" in "Wheat," saying instead, "Huhmal Thins."^[2] Other recent marketing for the brand has focused on targeting younger consumers by giving away products at youth-oriented events such as college football games, and heavily utilizing social media.^[3]

Contents (hide)

- 1 Varieties
- 2 See also
- 3 References
- 4 External links

Varieties (hide)

There are several flavors available.^[4]



Internet Record # 3

shopbiscoff.com

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Biscoff Cookies | Biscoff Spread | Online Exclusives | Anna's Thins | Gifts | Business Gifts

Home | Anna's Thins

Anna's Thins

- Anna's Original Ginger Thins - 12 Pack
- Anna's Signature Gift Tin with Ginger Thins
- Anna's Signature Gift Tin with Assortment
- Anna's Almond Thins - 12 Pack
- Anna's Orange Thins - 12 Pack
- Anna's Original Ginger Thins - 4 Pack
- Anna's Almond Thins - 4 Pack
- Anna's Orange Thins - 4 Pack

on Sale

Anna's Original Ginger Thins - 12 Pack

Item #: BIS 91560

AVAILABLE FOR BACKORDER Ships within 10 business days

Email me when in stock

\$22.95

QUANTITY 1

ADD TO CART

Internet Record # 4

arnoldbread.com | Categories: Sandwiches, Bread, Cakes

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Product Locator | Zip Code | GO | Search | GO

Products | Recipes | Nutrition | **ARNOLD** | FAQ | About Us | Contact Us

Home » Category » Sandwich Thins® Rolls

Sandwich Thins® Rolls


100% Whole Wheat


UPC 7341013418


Description
The benefits of whole wheat and a delicious soft pita-style flatbread -- what's more to love?

0g trans fat | Cholesterol free | No high fructose corn syrup | Excellent source of fiber

Arnold® Recommends

Dutch Country® Extra Fiber
Get the fiber you need without giving up taste...


Whole Grains Nutty Almond
Our Nutty Almond bread is baked with whole grains...


Stuffing Seasoned
Make any meal special with this classic comfort...


Nutritional Highlights

- 0g trans fat
- Cholesterol free
- No high fructose corn syrup
- Excellent source of fiber

Available in Your Area?

Search | Zip Code

Arnold Product Image

Internet Record # 5



Internet Record # 6



Internet Record # 7



* * * * *

Internet Record # 8

www.brownberry.com/sub-categories/sandwich-thins-rolls

Most Visited Getting Started

Product Locator Zip Code GO

Products Recipes Nutrition **BROWN BERRY** FAQ About Us

Home » Sub Category » Sandwich Thins® Rolls

Sandwich Thins® Rolls

Flax & Fiber

UPC:

Description
Take a bite out of the low-calorie roll that balances whole grains and fiber with the warm and nutty flavor of flaxseed.

Excellent source of fiber

No high fructose corn syrup

5g of fiber per serving

0g trans fat

Print Email

Nutritional Highlights

- Excellent source of fiber
- No high fructose corn syrup
- 5g of fiber per serving
- 0g trans fat

Available in Your Area?

Search Zip Code

Recipes Ingredients & Nutrition Facts

Featured Ingredient:

Brownberry® Recommendations

Specialty Rolls Sausage Roll
It's not a true Italian sausage. It's a delicious twist.

Specialty Rolls 100% Whole Rolls
Get a nutritional boost from our...

Whole Grains Double Protein
There's a lot to love about protein...

Internet Record # 9

one lucky duck.com

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edit Chia Thins

EAT

SNACKS

INGREDIENTS

SUPPLEMENTS

DUCK BRAND

EAT GIFT SETS

Chia Thins

by One Lucky Duck

\$13.50

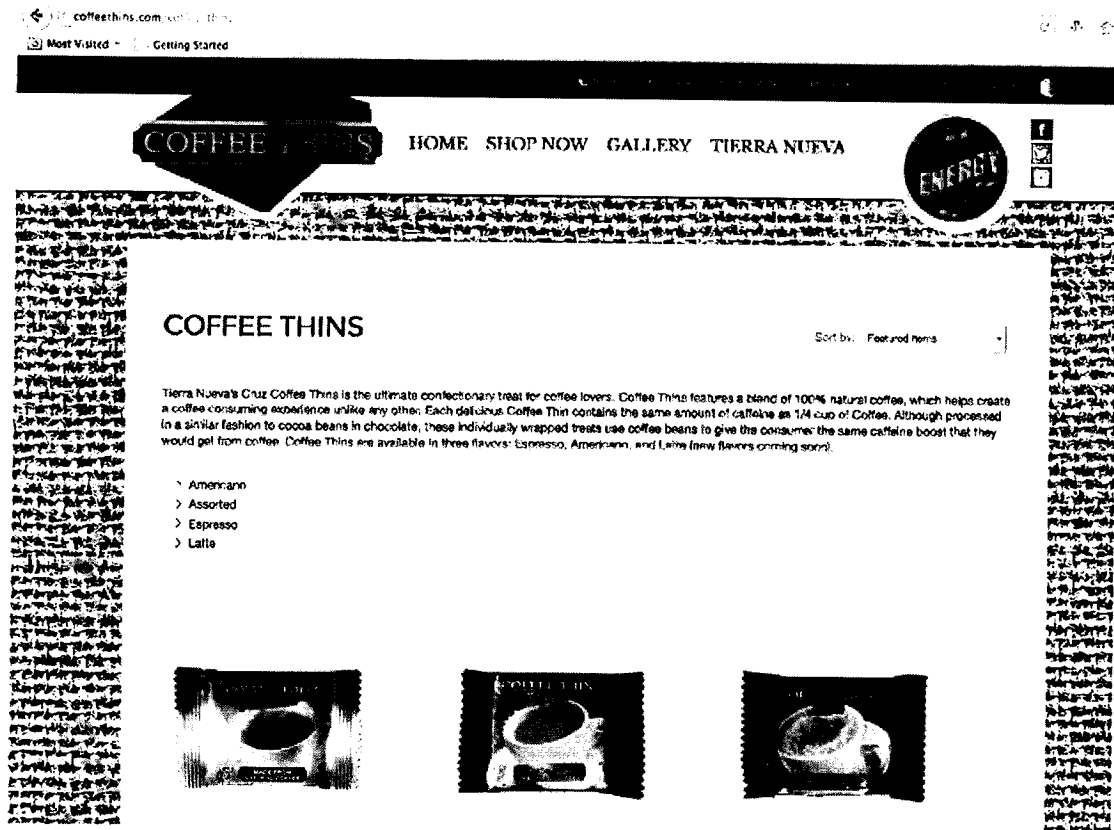
Description Wholesome Ingredients Instructions

These Chia Thins taste suspiciously like the classic Wheat Thins. But ours are gluten-free and new, and only made with the crispiest ingredients, plus a healthy dose of omega-3s. We used both a mass-produced food. They're dairy-free, and baked in a food processing plant. Chia is packed with omega-3s, fiber, antioxidants, calcium, and more. Learn more about the benefits of chia here.

Amount 1 bag

add to cart

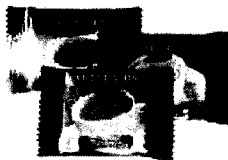
Internet Record # 10



[This record continues on the following page.]



Assorted Coffee Thins Bag (12 pieces)



Assorted Coffee Thins Bag (24 Pieces)



Case of Americano Bag (96 pieces) - 8
Bags



Case of Coffee Thins 39pcs Bag
(Assorted) 10g - 6 bags




Coffee Thins 39pcs Bag (Assorted) -
10g

Internet Record # 11

Internet Explorer address bar: <http://www.franschocolates.com/brand/chocolate-thins>

Navigation: Most Visited | Getting Started

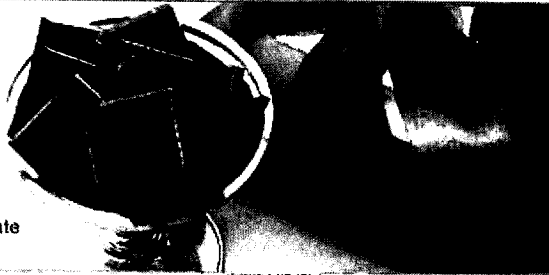


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chocolate thins

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Versatile and sophisticated, our chocolate thins are wonderful when paired with espresso or dessert wine.



16pc Gray Salt Thins - #260520


A sprinkle of gray sea salt adds texture and complements the Venezuelan and Caribbean dark chocolate blend. (2.4oz)

The minimum order for shipping is \$15.

Qty: 1

\$10.00

ADD TO BAG



16pc Smoked Salt Thins - #260530

Smoked sea salt perfectly complements our rich and creamy white chocolate truffle. (2.4oz)

The minimum order for shipping is \$15.

Qty: 1

\$10.00

ADD TO BAG

1.800.422.3726

Mon - Sat 9 AM - 8 PM (Pacific)

Sun 10 AM - 6 PM (Pacific)

[This record continues on the following page.]



Warm Weather Shipping

If temperatures are warm we will
pack your chocolates in ice
and mylar to ensure they arrive in
the best possible condition.



16pc Mint Thins - #260510
65% single origin Venezuelan chocolate is
infused with locally grown peppermint for a
refreshing treat anytime. (2.4oz) The
minimum order for shipping is \$15.

Qty 1

\$10.00

ADD TO BAG



16pc Dark Chocolate Thins - #260500
For the perfect blend of bitter and sweet
immerse yourself in these sophisticated
squares of 72% single origin Ecuadorian
chocolate. (2.4oz) The minimum order for
shipping is \$15.

Qty 1

\$10.00

ADD TO BAG



16pc Fran's Blend Thins - #260540
Made with our special Fran's Blend 64%
dark chocolate - full-bodied and
well-balanced. (2.4oz) The minimum order
for shipping is \$15.

Qty 1

\$10.00

ADD TO BAG

* * * * *

Internet Record # 12

www.realsimple.com/food-recipes/browse-all-recipes/almond-thins-00100000009933/

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Almond Thins

f 25 p 360 t 1 g+ 0

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RS SAVE THIS RECIPE!

Rating: ☆☆☆☆ Good

Click a Star to Rate This Recipe

Read Reviews or Write Your Own

Makes 24 | Hands-On Time: 25m | Total Time: 3hr 00m


Ingredients

- 1 cup sliced almonds
- 1 cup light brown sugar
- 2 cups all-purpose flour, spooned and leveled
- 3/4 teaspoon baking soda
- 1/2 teaspoon kosher salt
- 12 tablespoons (1 1/2 sticks) unsalted butter, at room temperature

Internet Record # 13

← www.genaw.com/food/recipes/AlmondThins.html

Most Visited Getting Started



ALMOND THINS
3 ounces almond flour, 3/4 cup
2 teaspoons granular Splenda
1 egg white
3/8 teaspoon salt *
1/8 teaspoon garlic powder
1/8 teaspoon onion powder

Mix all of the ingredients well in a small bowl. Everything should be moist and the dough should hold together somewhat. Put the dough on a well-greased sheet of heavy-duty aluminum foil, about 15x18". It's helpful to crumble the dough mixture and spread the crumbs in a roughly rectangular shape on the foil. Cover the dough with a piece of wax paper that's been sprayed with non-stick spray. Roll out the dough to about 1/8" thick or slightly thinner. Try to get the dough to an even thickness. You can also carefully peel up the wax paper and reshape the dough to get it as close to rectangular as possible, about 8x9" square. Replace the wax paper and continue rolling until nice and even. Peel off the wax paper and use a pizza or ravioli cutter to score the dough into approximately 1-inch squares. I cut 8 strips one direction and 6 strips the other way after running the cutter down all four sides to even out the rectangle.


































Lift the foil and set it on the oven rack and bake them at 325° for 10-15 minutes, or until golden brown. Check after 10 minutes and if crackers at outer edge are getting pretty brown, remove those and continue baking the rest until golden. I used a thin metal spatula to very gently pry the crackers from the foil. Break them apart on the score lines and let cool. They will keep for weeks in an airtight container in your pantry.


Makes about 48 crackers
Can be frozen

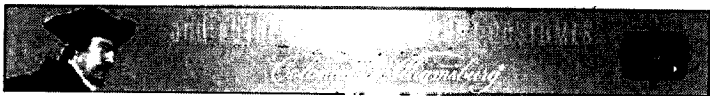
* I used 1/2 teaspoon salt originally and thought they were a little too salty, but my husband didn't think so.







* * * * *

Internet Record # 14

←  www.epicurious.com                                

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Brownie Thins

Bon Appétit | December 2007
Andrew Schloss

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YOUR RATING: NONE

Brownie Thins

SERVINGS: MAKES 12

Ingredients & Preparation

Your Comments & Suggestions (1)

INGREDIENTS

6 tablespoons (3/4 stick) unsalted butter, cut into pieces

2 ounces unsweetened chocolate, chopped

1/2 cup sugar

1 large egg

3 tablespoons plus 1 teaspoon all purpose flour

1/4 teaspoon vanilla extract

1/4 teaspoon almond extract

Pinch of coarse kosher salt

Nonstick vegetable oil spray

1/4 cup chopped pistachios

PREPARATION

[View Step-by-Step Directions](#)

Position rack in lowest third of oven; preheat to 350°F. Butter 2 baking sheets. Place butter and chocolate in medium microwave-safe bowl. Microwave on medium-high power until almost completely melted, about 1 minute. Whisk until smooth. Add sugar and egg; whisk until smooth, about 1 minute. Add flour, both extracts, and salt; stir just to blend. Let batter stand 10 minutes.

Scoop rounded teaspoonfuls batter onto prepared baking sheets, spacing apart (12 per sheet). Spray sheet of plastic wrap lightly with nonstick spray. Place, sprayed side down, over cookies. Using fingers, press each mound into 2 1/2- to 2 3/4-inch round. Remove plastic wrap. Sprinkle pistachios over rounds. Bake cookies, 1 sheet at a time, until slightly darker at edges and firm in center, about 7 minutes. Cool on sheet 2 minutes. Transfer cookies to rack; cool completely. **DO AHEAD:** Can be made 5 days ahead. Store airtight at room temperature.

Internet Record # 16

www.bhg.com/recipe/chocolate-mint-thins/

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Better Homes and Gardens

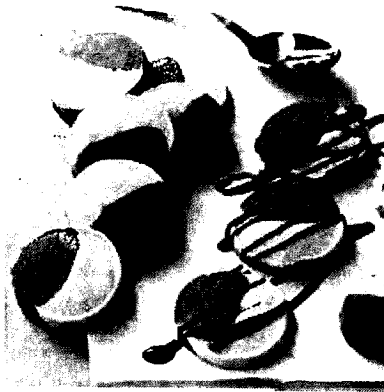
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Green or Black Grapes **\$1⁹⁹** per lb large, seedless See Fred

BHG.com / Food / Chocolate-Mint Thins

Chocolate-Mint Thins



Yields: about 60 cookies
Prep: 30 mins
Chill: 1 hr
Bake: 8 mins 350°F per batch

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Internet Record # 17

www.eatingwell.com/recipes/lemon_thins.html

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**Green or Black Grapes**
\$1.99 per lb
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Lemon Thins

From EatingWell: The Simple Art of EatingWell
January/February 2013

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★★★★☆
Your rating: (none) (no votes)

Like 27 people like this. Sign Up to see what your friends like.

These lemon cookies are made healthier with whole-wheat pastry flour and they get their zippy flavor from fresh lemon zest and juice rather than lemon extract. This lemon cookie recipe would be the perfect accompaniment to afternoon tea.



Internet Record # 18

www.kraftrecipes.com

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Kraft Originals Jell-O Kraft Originals

Product Recall: Voluntary recall of 260 Loaves of Vermont Original Pastries and Recipe Cheese Products. Click Here.


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Mint Thins

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153-153 154-154 155-155 156-156 157-157 158-158 159-159 160-160 161-161 162-162 163-163 164-164 165-165 166-166 167-167 168-168 169-169 170-170 171-171 172-172 173-173 174-174 175-175 176-176 177-177 178-178 179-179 180-180 181-181 182-182 183-183 184-184 185-185 186-186 187-187 188-188 189-189 190-190 191-191 192-192 193-193 194-194 195-195 196-196 197-197 198-198 199-199 200-200 201-201 202-202 203-203 204-204 205-205 206-206 207-207 208-208 209-209 210-210 211-211 212-212 213-213 214-214 215-215 216-216 217-217 218-218 219-219 220-220 221-221 222-222 223-223 224-224 225-225 226-226 227-227 228-228 229-229 230-230 231-231 232-232 233-233 234-234 235-235 236-236 237-237 238-238 239-239 240-240 241-241 242-242 243-243 244-244 245-245 246-246 247-247 248-248 249-249 250-250 251-251 252-252 253-253 254-254 255-255 256-256 257-257 258-258 259-259 260-260 261-261 262-262 263-263 264-264 265-265 266-266 267-267 268-268 269-269 270-270 271-271 272-272 273-273 274-274 275-275 276-276 277-277 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Internet Record # 19

Weightloss [answers.com/nutrition/make-sandwich-thins-your-new-bread](#)

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WEIGHTLOSS

Make Sandwich Thins Your New Bread

Sandwich thins are the new products on the bread market. They are sleek, round, flat breads that put a healthy spin on getting your good carbs. Sandwich thins make it easy for those watching their weight to get in their required number carbs without having to overdo it. There are a number of different brands each offering something slightly different in both taste and nutrition. Sandwich thins are a great healthy alternative to regular hamburger buns and dinner rolls.

Oroweat

Oroweat's sandwich thins are a popular brand. They have a great nutty taste and are very good when toasted. All of Oroweat's sandwich thins have zero cholesterol, zero trans fats, and no high-fructose corn syrup. This is good news for weight loss, as it means people can have delicious carbs without worrying about unhealthy additives. They come in whole grain, 100 percent whole wheat, multigrain, honey wheat, and flax and fiber, all containing 100 hundred calories per serving.

Pepperidge Farm

Pepperidge Farm calls its version of sandwich thins Deli Flats. They are essentially the same thing. They come in whole wheat, seven grain, whole grain white, and honey wheat. Pepperidge Farm's Deli Flats thin rolls provide an excellent source of fiber and are perfect for grilling. Each thin roll contains 100 calories with no trans fats. They are, however, a bit on the thinner side when compared to other sandwich thin brands.

ALotuda

There are many ways to lose weight. The key is to find a plan that works for you. [ALotuda](#) is a leading authority on weight loss. [ALotuda](#) is a leading authority on weight loss. [ALotuda](#) is a leading authority on weight loss.

Speak with your doctor about

Internet Record # 20

glutenfreeonashoestring.com/gluten-free sandwich-thin-rolls/

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Gluten Free Bread: Sandwich Thins (Whole "Wheat" Variety) Copycat Recipe

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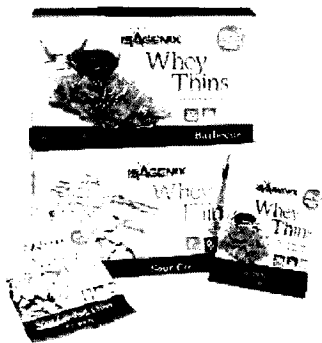
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Whey Thins

At last, a savory and filling Isagenix snack with 10 grams of protein in 100-calorie packs. It's time to ditch the chips and start snacking smart. Get ready for a savory pizzazz that will make your taste buds jump for joy. Introducing Whey Thins, the filling, protein-packed crackers that support weight loss. Whey Thins comes in delicious Raspberry Cheesecake and delicious Original.

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Internet Record # 22


https://www.kelloggsfamilyrewards.com/en_US/products/keebler-town-house-pretzel-thins-oven-baked-crackers-sea-salt.html

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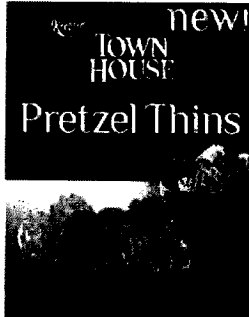
Keebler® Town House® Pretzel Thins Oven Baked Crackers Sea Salt

Introducing New Town House Pretzel Thins. Classic baked pretzel taste in a thin, crispy cracker perfectly seasoned with sea salt. Whether you're having a get-together or simply craving an afternoon snack, Town House Pretzel Thins are perfect for sharing with guests or enjoying solo. Just open, pour, and serve!

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Product Point Values

Keebler® Town House® Pretzel Thins



Internet Record # 23

www.seriousseats.com/2013/10/we-try-every-flavor-of-newtons-fruit-thins.html

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MADE FROM FRESH PRESSED AMERICAN APPLES
DEEPER FLAVORS TO
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We Try Every Flavor of Newtons Fruit Thins

Brooke Porter Katz



The image shows three bags of Newtons fruit THINS cookies. From left to right, the flavors are Raspberry Cheesecake, Lemon Blueberry, and Strawberry Cheesecake. Each bag features a close-up of the cookies and the brand name 'Newtons fruit THINS' in a stylized font.

[This record continues on the following page.]



Figure 1: Newtons fruit THINS cookies (left to right)

I have a special place in my heart for Fig Newtons. Growing up, my favorite days were when these chewy, square cookies showed up in my lunch box. I remember trying the strawberry a few times, but nothing compared to the original. I would usually eat the dough part first, saving the seed-filled sticky center for last. (This habit followed me into adulthood—with Kit Kats and York Peppermint Patties, I admit to eating the chocolate off first.)

Two years ago, Newtons released a new product, called Fruit Thins (not to be confused with Fruit Crisps, which are more reminiscent of NutriGrain bars). These round, crispy, scallop-edged cookies currently come in six flavors (Raspberry & Chocolate and Fig & Honey were recently discontinued). I am staunchly in the soft-baked camp of cookies, but because of my love for the classic Fig Newton, I had to give these a try.

Here are all the flavors of Newtons Fruit Thins, from best to worst.

* * * * *

Internet Record # 24


nonnis.com/thinadditives/cranberry-almond-thins/

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REAL GOOD 100 CALORIES

Cranberry Almond Thins



An antioxidant-rich combination! Crunchy California almonds combined with succulent juicy cranberries twice baked to give you the ultimate crunchy chewy sensation.

- » 6 Freshness Packs
- » 100 Calories Each

Biscotti

- » Original
- » Cioccolato
- » Decadence
- » Limone
- » Turtle Pecan
- » Toffee Almond
- » Triple Chocolate
- » Salted Caramel
- » Cherry Cioccolato

Biscotti Bites

- » Almond Dark Chocolate
- » Very Berry Almond
- » Double Chocolate Salted Caramel

THINadditives

- » Cranberry Almond
- » Pistachio Almond
- » Cinnamon Raisin Almond

Nutritional Facts

Ingredients: enriched unbleached flour (wheat flour, niacin, reduced iron, thiamin mononitrate, riboflavin, folic acid), eggs, sugar, almonds, cranberries (with sugar, sunflower oil), raisins, natural and artificial flavor, cinnamon, salt.

Contains: wheat, eggs and almonds

Manufactured in a facility that processes tree nuts, soy, and oats

* * * * *

Internet Record # 25

www.ontheborderproducts.com/cantina-thins-tortilla-chips-8.25oz.html

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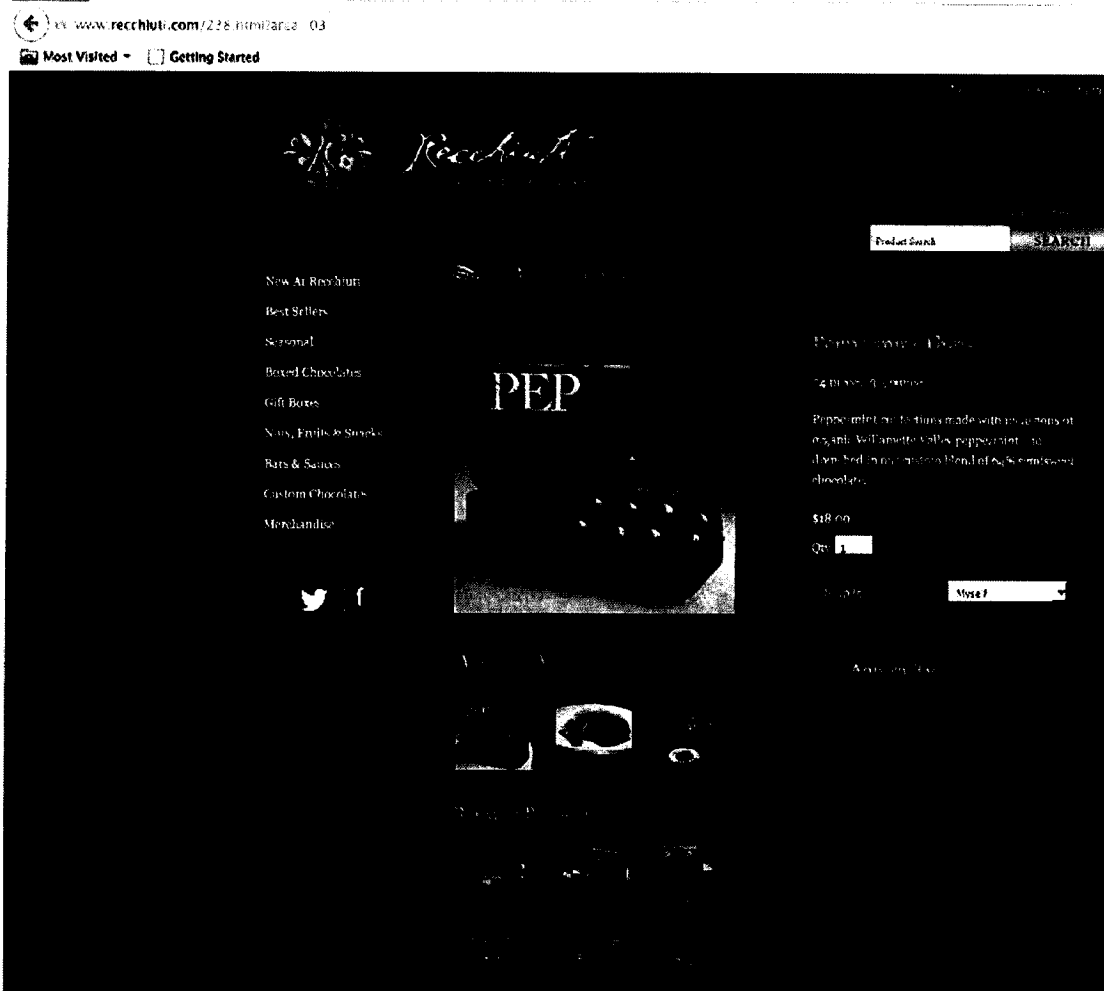
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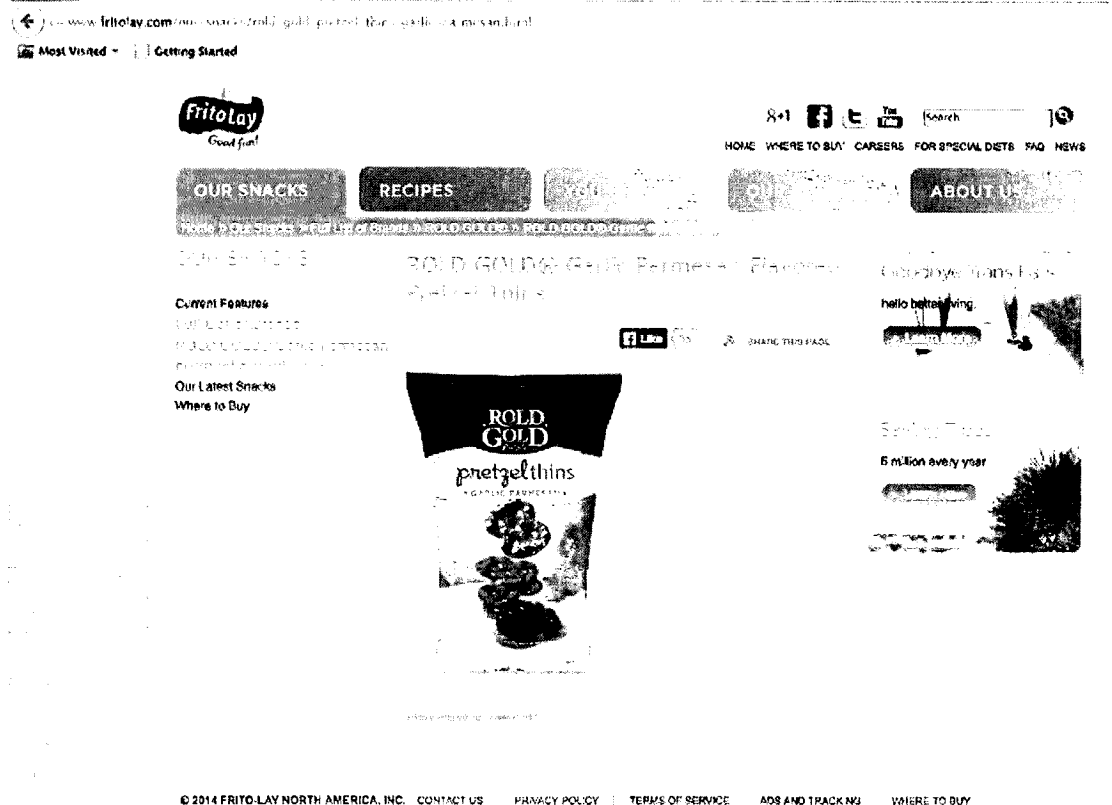


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Internet Record # 27



Internet Record # 28



Internet Record # 29

www.gratifyfoods.com/products/sea-salt-thins/

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GLUTEN FREE PRETZELS

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Sea Salt Thins

Our latest innovation combines the crunchiness you expect in a pretzel with a dip-worthy and addictive new shape! Topped with a hint of natural sea salt, these gluten free Sea Salt Thins are rich with flavor and texture and make a yummy platform for cheeses, spreads and dips of all kinds.



INGREDIENTS

Corn Starch, Rapeseed Oil, Rice Flour, Sugar, Soy Flour, Soy Protein, Sea Salt, Cellulose Gum, Soy Lecithin, Yeast Extract, Sodium Bicarbonate, Sodium Acid Phosphosphate, Citric Acid, Sodium Hydroxide.

CONTAINS: Soy
MAY CONTAIN: Traces of Sesame

✓ WHEAT FREE

* * * * *

Internet Record # 30

sesmark.com/rice-thins/your-rice-thins

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Rice Thins



Rice Thins
Savory Rice Thins
Sesame Thins
Mini Rice Crackers
Ancient Grains
Multigrain Chips

Rice Thins

In our Rice Thins, rice flour (no wheat or gluten added), a variety of delicious seasonings, and a hint of sesame are carefully combined and baked until perfection.

Light, crisp and delicate, **Rice Thins** are gently seasoned: **Sesame, Brown Rice, Cheddar and Teriyaki.** Rice Thins are a flavorful, low fat alternative to most chips and crackers, so enjoy them without guilt. Eat them right out of the package, or enjoy with salads, soups, or your favorite toppings.



Brown Rice
click to view nutrition & ingredients >



Sesame
click to view nutrition & ingredients >

[This record continues on the following page.]

Expert's Report: Robert M. Frank

Brown Rice

[click to view nutrition & ingredients >](#)



Sesame

[click to view nutrition & ingredients >](#)



Cheddar

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Teriyaki

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ANCIENT GRAINS

With 22 grams of whole grain per serving >

PRODUCT OF THE MONTH



MINI RICE CRACKERS LIGHTLY SALTED

Sesame Mini Rice Crackers >

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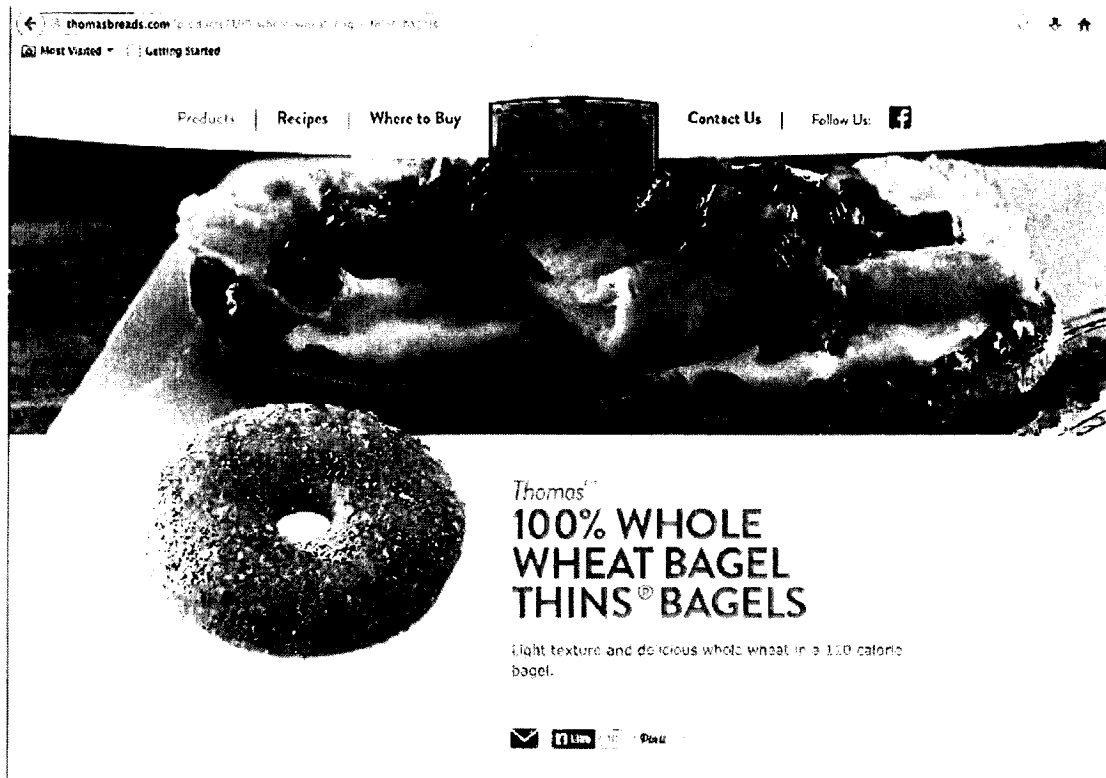
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Internet Record # 31



Internet Record # 32

www.traderjoes.com/fearless-flyer/article.asp?articleid=1252

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Toasted Coconut Cookie Thins

June 9, 2014—Fearlessly Archived—Still a fun read; price & availability may have changed.

Trader Joe's Toasted Coconut Cookie Thins are astonishingly thin and crispy, packed with the tempting taste of toasted coconut. They make an elegant addition to an afternoon tea (hot or iced). If a bowl of ice cream or sorbet is in your future, crumble a few Toasted Coconut Cookie Thins on top and experience a future brighter than you could have imagined - they're especially delicious with our Mango Sorbet. You may find similar cookies in specialty & gourmet shops, though we think ours are more delicious and we know ours are a much better value. Trader Joe's Toasted Coconut Cookie Thins are \$3.99 for a nine ounce box.

Cookie Thins

TOASTED COCONUT

TJ's Enewsletter Sign-Up

Want more product stories, funky recipe ideas and a first look at the Fearless Flyer? Sign up to receive the Trader Joe's Enewsletter!

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Internet Record # 33

weelicious.com/2012/05/30/cinnamon-honey-wheat-thins-seven-equals-heaven/

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Cinnamon Honey Wheat Thins: Seven Equals Heaven

874 72

Win

used



Johnsonville ITALIAN SAUSAGE RIGATONI CLICK FOR RECIPE

I love me a cracker outta the box as much as the next gal, but I'm wary when I read the listed ingredients and can't pronounce half of them. There are only seven -- count 'em, seven -- ingredients in these Cinnamon Honey Wheat Thins and I'm betting you've already got all of them in your kitchen.

To be specific, go to the market and buy a box of wheat thins, preferably Of course, it

Internet Record # 34

www.weightwatchers.com/shop/categoryshowcase.aspx?pageid=1400371&navid=Sponsor

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Green Giant

Yoplait

Bone Mealless Products

Sandwich Thins

All Whites and Better'n Eggs

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Product Locator

eat smarter morning to night.

Sandwich Thins

Weight Watchers fans have always believed in us. And now it's official. The Original & Favorite Sandwich Thins® are now endorsed by Weight Watchers. Find your favorite flavor in a store near you!

Flax & Fiber Sandwich Thins® Rolls

3 PointsPlus® value per serving

Enjoy the nutty flavor of flaxseed. This delicious, nutritious 100-calorie roll balances whole grains and fiber for your balanced lifestyle.

100% Whole Wheat Sandwich Thins® Rolls

3 PointsPlus® value per serving

Fans of whole wheat rejoice. With 20 grams of whole grain per serving, they're where delicious meets nutritious!

Honey Wheat Sandwich Thins® Rolls

3 PointsPlus® value per serving

Bite into a 100-calorie roll with the nutrition of whole wheat and a delicate touch of real honey.

Whole Grains White Sandwich Thins® Rolls

3 PointsPlus® value per serving

Enjoy all the goodness of whole grains in a white bread and get the healthy benefits of fiber.

[This record continues on the following page.]



**Honey Wheat
Sandwich Thins® Rolls**
3 PointsPlus® value per
serving
Bite into a 100-calorie roll with
the nutrition of whole wheat
and a delicate touch of real
honey.



**Whole Grains White
Sandwich Thins® Rolls**
3 PointsPlus® value per
serving
Enjoy all the goodness of
whole grains in a white bread
and get the healthy benefits of
fiber.



**Multi-Grain
Sandwich Thins® Rolls**
3 PointsPlus® value per
serving
Multiple grains bring you
layers of flavor and multiple
benefits! Enjoy them all
in one, 100-calorie roll.



**Seedless Rye
Sandwich Thins® Rolls**
3 PointsPlus® value per
serving
Rye bread makes a sandwich
special. Enjoy the delicious
taste of our seedless rye
bread and at 100 calories per
roll.



**Italian Roast Turkey
Sandwich**
6 PointsPlus® value per
serving
One of the many delicious
recipes featuring 100-calorie.
3 PointsPlus® value per
serving Sandwich Thins®
rolls.



**Sandwich Thins® rolls on
Facebook**
Like us today for great
recipes, offers, and more!

* * * * *

EXHIBIT B

JESSIE N. ROBERTS, J.D.
529 Clear Spring Rd.
Great Falls, VA 22066
Phone: (703) 421-4080
Fax: (703) 421-3140
E-mail: Jessie_roberts@delos-llc.com

EMPLOYMENT HISTORY

3/11-present

Independent Contractor (Delos, LLC – Sole owner)

Law firm specializing in consultation in the field of trademark identification and classification pursuant to the Nice Agreement and general US trademark prosecution practice, training in National Trademark office establishment and procedures, and Madrid Protocol procedures and processes. Contractor with the World Intellectual Property Organization to provide value added analyses for 200 specific entries of goods and services in the Nice Agreement Alphabetical List to be included in revised on-line platform for the Nice Agreement being implemented in 2012.

2/94 – 3/11

Administrator for Trademark Identifications, Classification and Practice

United States Patent and Trademark Office (USPTO)

Office of the Commissioner for Trademarks

Designated as USPTO expert in trademark identification and classification pursuant to the Nice Agreement. Responsible for maintenance and updating of USPTO Acceptable Identification of Goods and Services Manual. Managed the USPTO group of identification and classification specialists in administering and reviewing trademark IDs. Responsible for review and approval of all Identifications in the Official Gazette of the Trademark office. Main contact in the USPTO for both administrative and substantive matters concerning the Trilateral Identification and Classification project that establishes language and classification for goods and services that are accepted in the USPTO, the Office of Harmonization for the Internal Market (OHIM) and the Japanese Patent Office (JPO). Represented the USPTO at Nice Agreement meetings in Geneva, Switzerland. Provided training for National Trademark Offices in trademark procedures and processes. Frequent speaker on behalf of the USPTO on trademark matters.

Solely responsible for review Letters of Protest filed by third parties to bring information to the attention of the USPTO that would aid in the *ex parte* examination of trademark applications. Handled upward of 600 Letters of Protest per year. In a reorganization of the Office of the Commissioner for Trademarks in 2010, Letter of Protest review was transferred to a group of staff attorneys in the Office of the Commissioner due to the creation of a section dealing with trademark identification and classification pursuant to the Nice Agreement. Was instrumental in the creation of that section and served as its manager until retirement in 2011.

**2/92 - 2/94,
Classification Officer
World Intellectual Property Organization**

Responsible for administration of the Nice Agreement (Trademark Classification), the Vienna Agreement (figurative mark classification) and the Locarno Agreement (design classification). Served as Secretariat for international meetings concerning Agreements. Managed translation of classification lists into various languages. Responded in French or English to classification inquiries from national offices and private practitioners. Trained Indian trademark office in use of Vienna Agreement.

**1/87 - 2/92
Administrator for Trademark Identifications, Classification and Practice
United States Patent and Trademark Office**

See responsibility description above – 2/94-3/11

**12/85-11/87
Trademark Lead Attorney
United States Patent and Trademark Office**

Responsible for training new examining attorneys and handling difficult and complex trademark applications. Served as expert attorney in assigned law offices

**1/81-12/85
Trademark Examining Attorney
United States Patent and Trademark Office**

Examined trademark applications, prosecuted appeals before the Trademark Trial and Appeal Board.

EDUCATION

JD Vermont Law School, South Royalton, VT 1980
MFA Brandeis University, Waltham, MA 1974
BA Brandeis University, Waltham, MA 1972

ADDITIONAL INFORMATION

Author of **International Trademark Classification: A Guide to the Nice Agreement**, Oxford University Press, 1st, 2nd and 3rd Editions – Fourth edition to be released January, 2012.

1986 George Mason University School of Law, Arlington, VA, Adjunct Professor for Unfair Trade Practices.

1993 ILO Language School, Geneva Switzerland Certification of successful completion of French Level 3

PROFESSIONAL ACCOMPLISHMENTS AND AFFILIATIONS

Member, Virginia Bar Association
Member, International Trademark Association (INTA)
Member, American Intellectual Property Law Association

Speaking engagements

Trademark Practitioners' Seminar, Sunnyvale, CA, 1994

Various seminars and workshops organized by the International Trademark Organization, DC Bar Association and numerous other Bar and professional trademark associations

Patent and Trademark Depository Librarians Association Annual Meetings

2004 - Trained Belize Intellectual Property Office (BELIPO) on the Nice and Vienna Agreements. Conducted seminar on Nice Agreement for private practitioners in Belize.

2005 & 2006 - Participated in French-speaking panel discussion for La Compagnie Nationale des Conseils en Propriete Industrielle (CNCPI). Provided information on trademark registration practices and procedures in the USPTO.

Publications And Awards

Author of International Trademark Classification: A Guide to the Nice Agreement, 4th Ed., published by Oxford University Press (2012)

U.S. Government Bronze Medal, 1990 and 2006

U.S. Dept. of Commerce Distinguished Career Service Award, 2006

Editor of Acceptable Identifications of Goods and Services Manual
(available as on-line publication at the USPTO website www.uspto.gov)

"Classification of Services Under the International (Nice) Agreement"
The Trademark Reporter, Vol. 82, No. 1, 1992

"Tips from the Trademark Examining Operation"
The Trademark Reporter, Vol. 80, No. 5, 1990

AIPLA (American Intellectual Property Lawyers Assoc.) Achievement Award,
1987

Other

CEO and Chairperson of Board of Directors of Crystal City Working Parents, Inc.
Created a non-profit Cooperative Child Care Center, sponsored by U.S.
Congressman Frank Wolf. Testified before House Subcommittee on work-site
child care.

EXHIBIT C

"corn thins"

jessie.roberts@deloitte.co.uk

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Corn Thins at Amazon.com

At www.amazon.com/ you will find [all the best deals](#)
Buy **corn thins** at Amazon! Free Shipping on Qualified Orders

Corn Thins

www.cornthins.com/

Corn Thins are a deliciously healthy crispbread made from popped corn using a great recipe for maximum flavour and crunch. **Corn Thins** taste sensational.

Original Corn Thins

Original Corn Thins contain the great taste of golden sun.

Availability

For availability in a country that we supply product to, please click:

America (USA)

We have 6 varieties of Corn Thins available in the USA - Original

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Sesame

Sesame Corn Thins contain the great taste of golden sun.

Recipe Ideas

Here are a host of topping ideas including some vegetarian and

Contact Us

Contact Us: Real Foods Pty Ltd 47
Crompton Road St Peters NSW

Shop for "corn thins" on Google

Source: [Google](#)



Real Foods **Corn Thins Sesame** 5.3 oz Pack
\$2.63 - [Swanson Health Products](#)
Save Today on \$50 Order—10% Off & Free Ship



Real Foods **Corn Thins Multi-Grain Popped Corn Cakes** 5.3 oz (Pack of 6)
\$18.09 - [Walmart](#)

Ads

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www.walmart.com/LOADING_ZONE_Toys
4.1 - [rating for walmart.com](#)
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(571) 424-9424

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and other Snack Foods at Amazon.com. Free Shipping on Eligible Items

Amazon.com: Real Foods Organic Corn Thins, Sesame ...

www.amazon.com/Real-Foods-Organic-/B00CKU3UG > [Amazon.com](#)
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5.3-Ounce Bag (Pack of 12) and other Snack Foods at Amazon.com

Real Foods Organic Corn Thins Original -- 5.3 oz - Vitacost

www.vitacost.com/real-foods-organic-corn-thins-original-5.3-oz-1 > [Vitacost](#)
Popped Corn Cakes USDA Organic 100% Dietary Fiber 25 Starch Resistant. Real
Foods Original **Corn thins** are the best tasting whole grain popped corn cakes

Real Foods Corn Thins Original - Swanson Health Products

www.swansonvitamins.com/real-foods-real-foods-corn-thins-original-5 >
Real Foods Organic **Corn Thins** are made with a great recipe for maximum crunch
and flavor. They taste sensational on their own or with any number of

Real Foods Corn Thins Sesame Popped Corn Cakes, 5.3 oz ...

www.walmart.com/ip/Real-Foods-Corn-Thins-/21091159 > [Walmart](#)
Real Foods **Corn Thins Sesame Popped Corn Cakes** are simply best-tasting whole grain
popped corn cakes you can buy. Made with a great recipe for maximum

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jessie.roberts@de'os-lic.com -

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Real Foods Corn Thins - Saint Peters, NSW - Food ...

<https://www.facebook.com/cornthins> ▾

Real Foods **Corn Thins**, Saint Peters, NSW 14563 likes · 125 talking about this **Corn Thins** are a deliciously hearty crispbread made from popped corn.

Real Foods (Corn Thins/Rice Thins)

www.glutenfreeresourcedirectory.com/ /05debf31-ce95-42a8-b828-87... ▾

Corn Thins are made simply by popping corn under high temperature & pressure in a mould, to make a convenient cracker, which can be eaten on its own, ...

Buy Real Foods Corn Thins - Original (150g) online in ...

www.mysupermarket.co.uk/.../Real_Foods_Corn_Thins_... ▾ mySupermarket ▾

Rating: 5 - 2 votes

Compare and buy online Tesco Real Foods **Corn Thins** - Original (150g) from Tesco using mySupermarket Groceries to find the best Tesco Real Foods **Corn**

Real Foods - Corn Thins, Original - Calorie Count

caloriecount.about.com ▸ Foods ▸ Baked Products ▸ Crackers ▾

Curious about how many calories are in **Corn Thins**? Get nutrition information and sign up for a free online diet program at CalorieCount.

Original Corn Thins | National - Coles Online

shop.coles.com.au/.../real-foods-corn-thins-original ▾ Coles Supermarkets

Quantity per serving Quantity per 100g (or 100mL), % daily intake Energy 192kJ, 1599kJ Protein 1.2g 10.2g Total Fat 0.4g 3.4g Saturated Fat 0.05g 0.5g

Calories in Corn Thins - SparkPeople

www.sparkpeople.com/calories-in.asp?food=corn+thins ▾ SparkPeople ▾

Calories in **Corn Thins** based on the calories, fat, protein, carbs and other nutrition information submitted for **Corn Thins**.

Original Corn Thins in 150g from Real Foods

www.realfoods.co.uk ▸ Grocery ▾

Rating: 5 - 3 votes - \$1.66 - In stock

Buy Original **Corn Thins** by Real Foods online at Real Foods.

Real Foods original corn thins - Waitrose

www.waitrose.com/.../ProductView-10317-10001-34527-Real+... ▾ Waitrose

Rating: 5 - Review by portymum - Sep 22, 2014

Buy Real Foods original **corn thins** online from Waitrose today. Free delivery - T&Cs apply.

What's healthier: Corn Thins or Rice Cakes? - Yahoo Answers

<https://au.answers.yahoo.com/question/index?qid...> ▾ Yahoo! ▾

Jan 19, 2010 - Too be honest both have no fiber benefit and are very low in calorie, you'd be able to choose between either one without a very much of a nutritional

Corn Thins - Multigrain Corn Thins - Needs

www.needs.com ▸ Food ▸ Gluten-free ▸ Corn Thins ▾

Product Description: Multigrain **Corn Thins** are the best tasting wholegrain popped corn cakes you can buy. We have selected five grains that have been staple.

Corn Thins at Amazon.com

Ad: www.amazon.com/ ▾

4.5 rating for amazon.com

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Corn Thins up to 70% off

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Corn Thins at Walmart

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4.3 rating for walmart.com

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Ratings: Prices 10/10 - Selection 9.5/10 - Website 8/10 - Store convenience 9/10

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www.myfitnesspal.com/real-foods-corn-thins-soy-linseed - MyFitnessPal
Calories in Real Foods Corn Thins Soy, Linseed & Chia. Find nutrition facts for Real Foods Corn Thins Soy, Linseed & Chia and over 200,000 other foods in

Sesame Corn Thins - CalorieKing

www.calorieking.com/RealFoods/Crispbreads - CalorieKing
There are 21 calories in 1 slice (0.2 oz) of Real Foods Sesame Corn Thins. You'd need to walk 6 minutes to burn 21 calories. Visit CalorieKing to see calorie

Corn Thins on Pinterest

www.pinterest.com/rebeccapels/corn-thins/ -
Corn thins for dessert! Here they are topped with chocolate hazelnut spread and sliced bananas, then sprinkled with cinnamon. Enjoy! (These Australian-made

Real Foods Corn Thins - Calorie King

www.calorieking.com.au/RealFoods/Crispbreads - Nutritional Information - Portion Watch -
Serving Size: Cal's, KJ, Fat, Sat Fat, Carb, Pro, Fibre, Sod: 1 corn thin, 22, 95, 0.2, 0, 4, 0.5, 0.5, 15, 2 corn thins, 44, 185, 0.4, 0.1, 8, 1, 1, 30, 5 corn thins, 110, 465...

Real Food Organic Sesame Corn Thins 150 g (Pack of 6 ...

www.amazon.co.uk/Real-Foods-Organic-Corn-Thins-150g-Pack-of-6-Rice-Cakes - Amazon.com
Pay as low as £10.29 (£1.14 / 100 g) and never run out with Subscribe & Save. Save 5% when you subscribe to regular deliveries of this item. Save 15% on your

Real Foods Corn Thins Multigrain, 5.3 oz - Whole And Natural

www.wholeandnatural.com/real-foods-corn-thins-multigrain-5-3-oz/ -
Real Foods Multigrain Corn Thins are the best tasting wholegrain popped corn cakes you can buy. We have selected five grains that have been staple foods

Corn Thins - Rude Health : Rude Health

rudehealth.com/product/corn-thins/ -
£2.49 - In stock.
Made from a unique blend of organic grains and no artificial anything. Gluten-Free.
Corn Thins are a true taste sensation Puffed, popped and packed with taste.

Real Foods Organic Corn Thins 5.3 oz - shopOrganic.com

www.shoporganic.com/SpecialDiets/LowNoFat -
Visit shopOrganic for Real Foods Organic Corn Thins, great on their own or with your favorite topping. shopOrganic - your source for the best organic foods

Real Foods, Organic Corn Thins, Original, 25 Slices, 5.3 oz ...

www.therb.com/Real-Foods-Organic-Corn-Thins-25-/34364 - Herb
Real Foods Original Corn Thins are the best tasting wholegrain popped corn cakes you can buy. Made with a great recipe for maximum crunch and flavor, they

Real Foods Corn Thins | Triumph Dining

www.triumphdining.com/blog/2013/01/18/real-foods-corn-thins/ -
Jan 18, 2013 - One of my close friends is Australian and her food picks are always spot on. So while she didn't bring Corn Thins to my attention, they got some

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4.5 rating for amazon.com
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Amazon Gift Cards - Amazon Prime - The New Amazon Fire Phone

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www2.woolworthsonline.com.au > Shop > biscuits & snacks

Check out real foods corn thins multigrain 150g at woolworths.com.au. Order 24/7 at our online supermarket

Corn Thins - GoodGuide

www.goodguide.com > Companies > Real Foods Pty Ltd > Brands

Read ratings and reviews on the best and worst Corn Thins products based on ingredients, possible toxins, carcinogens, and more

Calories in Real Foods Corn Thins and Nutrition Facts

www.fatsecret.com/calories-nutrition/real-foods/corn-thins

There are 46 calories in a 2 slices serving of Real Foods Corn Thins. Get full nutrition facts for other Real Foods products and all your other favorite brands

Homemade 'corn thins' — Cooking WITH and WITHOUT

cookingwithandwithout.com/blog/2013/3/21/homemade-corn-thins

Mar 26, 2013 - Previously I have assumed that making corn thins at home would be impossible. Why? Because, without giving it an over amount of thought

Review Real Foods Corn Thins Original Organic Cakes ...



www.youtube.com/watch?v=mbEerV6bLc

Mar 25, 2014 - Uploaded by dkinleung

<http://www.naturopathicfundamentals.com>

<http://lonelatontherapyedder.blogspot.com/> <http://a.ndre>

Real Foods Corn Thins, Multigrain | Wegmans

www.wegmans.com/webapp/wcs/.../ProductDisplay?_af=1 - Wegmans

Multigrain Corn Thins are the best tasting whole grain popped corn cakes you can buy. We have selected five grains that have been staple foods throughout the

What brocho do you make on corn thins? - Need An Eitzah

www.needaneitzah.com/.../82/what-brocho-do-you-make-on-corn-thins

1. If it is made from whole/completed/popped kernels stuck together then you would probably be correct however if it is ground into powder/flour first then it would

Rude Health Freefrom Organic Corn Thins 130g | Sainsbury's

www.sainsbury's.co.uk/.../rude-health-organic-corn-thins-130 - Sainsbury's

Buy Rude Health Freefrom Organic Corn Thins 130g online from Sainsbury's, the same great quality, freshness and choice you'd find in store. Choose from 1

Corn Thins (@iwantcornthins) | Twitter

<https://twitter.com/iwantcornthins>

The latest Tweets from Corn Thins (@iwantcornthins): Corn Thins are a deliciously healthy crispbread made from popped corn. GMO free, gluten free, low fat, ...

The Berachot Site

www.berachot.org/Q+A/index.html

I believe corn thins and soy crisps are made in such a way that the grain is milled into a flour and then used to reform a chip - therefore they should be shenakei

Corn Thins at Amazon.com

At www.amazon.com

4.5 out of 5 stars (10) rating for amazon.com

Buy corn thins at Amazon! Free Shipping on Qualified Orders

Amazon Gift Cards - Amazon Prime - The New Amazon Fire Phone

Corn Thins at Walmart

At www.walmart.com/LOADING_ZONE_Toys

Save On **Corn Thins** at Walmart. Free Shipping Site to Store.
Ratings: Prices 10/10 - Selection 9.6/10 - Website 8/10 - Store convenience 9/10
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Best Sellers - **Rollback Savings** - **Top Rated** - **New Arrivals**

Corn Thins up to 70% off - Save on Corn Thins

Ad: www.sale-fire.com/Corn+Thins -
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"corn thins"

jessie.roberts@celiac.co.nz

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Product Review: Gluten Free Real Foods Organic Corn Thins

www.gluten-free-n-y-c.com/product-review-gluten-free-real-foods-orga

Oct 15, 2014 - **Corn Thins** are somewhat like rice cakes, but thinner, crunchier, and obviously (as the name suggests) are made out of corn instead of rice

\$ 8.42 Sale Real Foods Organic Corn Thins, Original Flavor ...

equityflux.com/dried.php?id=real-foods-organic-corn-thins

Jul 31, 2014 - \$ 8.42 Discount Real Foods Organic **Corn Thins** - Original Flavor 5.3-Ounce Bag (Pack of 12)

Real Foods Original Corn Thins 5.30 oz ShopRite

www.shoprite.com ShopRite Grocery Snacks Crackers ShopRite

Real Foods Original **Corn Thins** USDA Organic Fat free GMO free at ShopRite

Buy real foods corn thins crispbread original bag 150g ...

shop.countdown.co.nz Shop biscuits & crackers Countdown

Check out real foods **corn thins** crispbread original bag 150g at countdown.co.nz Order 24/7 at our online supermarket

Real Foods Corn Thins, Original is graded by Fooducate

www.fooducate.com/v/12349258-E115-11DF-A102-FEFD45A4D471

Real Foods **Corn Thins**, Original, Grade B plus, Calories: 46, User popularity: 98%, like: Nice! 100% whole grain. Learn more.

Having Good Luck With Real Foods Corn Thins - Celiac.com

www.celiac.com/165845-having-good-luck-with-real-foods-corn-thins/

Feb 3, 2010 - I've been having a difficult time finding low-fat crackers that satisfy me. Last week, I found a product called **Corn Thins** (popped corn cakes).

Organic Original Corn Thins 5.3oz - Yoder's Country Market

www.yoderscountrymarket.net Gluten-Free Foods

Organic Original **Corn Thins** 5.3oz. Selected accessories will also be added to cart \$3.29 / ea. Quantity: Details Ingredients: Mize (99%), Sunflower Oil, Salt

Calories in Real Foods Corn Thins, Honey Soy - Nutritional ...

www.fitbit.com/foods/Corn+Thins+Honey+Soy/5581054 Fitbit

Comprehensive nutrition resource for Real Foods **Corn Thins**, Honey Soy. Learn about the number of calories and nutritional and diet information for Real Foods

Tahini & miso corn thins - NZ Life & Leisure Magazine

nzlifeandleisure.co.nz/tahini-miso-corn-thins/

Tahini, made from ground sesame seeds, is readily available in jars in large supermarkets. **Corn thins** or rice wafers are a great change from bread, plus they're

Sesame Corn Thins - Kushi Store

www.kushistore.com/Sesame-Corn-Thins-SN055.htm

Real Foods Sesame **Corn Thins** are the best tasting wholegrain crispbread you can buy. Made with a great recipe for maximum crunch and flavour, they taste

Corn Thins at Amazon.com

Ad www.amazon.com/

4.9 (rating for amazon.com)

Buy **corn thins** at Amazon! Free Shipping on Qualified Orders

The New Amazon Fire Phone - Subscribe and Save - Amazon Prime

Corn Thins at Walmart

Ad www.walmart.com/LOADING_ZONE_Toys

Save On **Corn Thins** at Walmart. Free Shipping Site to Store

Ratings Prices 10/10 - Selection 9.9/10 - Website 8/10 - Store convenience 9/10
Walmart has 39,524 followers on Google+
Rollback Savings - **Best Sellers** - **New Arrivals** - **Top Rated**

Corn Thins up to 70% off - Save on Corn Thins

Ad www.sale-fire.com/Corn+Thins -

Find Hot-Deals & Compare Prices!

We love Sale has 364 followers on Google+

Searches related to "corn thins"

corn thins recipes	corn thins amazon
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corn thins vs rice cakes	corn thins nutrition information

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Real Foods Organic Corn Thins Multigrain - Eat Good Market

eatgoodmarket.com/real-foods-organic-corn-thins-multigrain.html

Multigrain **Corn Thins** are Fat free. The great taste of organic corn and sesame in every crispy-thin slice. Contains no genetically modified ingredients. GMO free.

Sainsbury's Dark Chocolate Corn Thins Review - New ...

www.newproductreviews.com GLUTEN FREE

Aug 28, 2014 - Sainsbury's Dark Chocolate **Corn Thins** Review - the taste of dark chocolate these **corn thins** have the flavour in abundance and with the slight

Real Foods Corn Thins, Organic, Flax & Soy - Giant Eagle

www.gianteagle.com/67195600023.aspx Giant Eagle

Real Foods Flax & Soy **Corn Thins** are the best tasting whole grain popped corn cakes you can buy. Made with a great recipe for maximum crunch and flavour.

Suzie's Thin Cakes, Corn, Quinoa & Sesame - Azure Standard

<https://www.azurestandard.com/shop/product/11396/>

Product Description: Suzie's has mastered the art of "Thin" in our Unique and delicious Purified Thin Cakes. Suzie's Thin Cakes have that same great taste and

Calories in Corn Thins | Nutrition Facts on iChange

www.ichange.com/nutrition/how-many-calories-in/corn-thins

How Many Calories in **Corn Thins**: 2 Crackers. **Corn Thins** Brand: Real Foods Late this. Edit Date: Breakfast, AM Snack, Lunch, PM Snack, Dinner, Extra Snack.

Ocado: Real Foods Corn Thins 150g(Product Information)

www.ocado.com Rice & Corn Cakes Corn Cakes

Rating: 4.4 - 6 votes - £1.19 - In stock

Crispy and tasty - but also good for you? No need to compromise! Real Foods **Corn Thins** are both delicious and diet friendly because they're made from corn.

Corn Thins - Buy at Soap.com - Free Shipping

www.soap.com/html/g/corn-thins.html

Shop for **Corn Thins** at Soap.com. Free Shipping. Great Prices. Excellent Service.

Corn Thins | Food Intolerance Blog - Fussy Foodie

www.fussyfoodie.co.uk/foodie/2169/corn-thins/

Corn thins not only taste great but are whole grain & gluten free too. They taste great on their own or with any of your favourite toppings and I love them.

Corn Thins | Strength and Sunshine

strengthandsunshine.wordpress.com/tag/corn-thins/

Feb 27, 2014 - Posts about **Corn Thins** written by Rebecca P. (Strength and Sunshine)

Corn Thins Lemon and Cracked Pepper Corn On Sale!

www.glutensolutions.com/corn-thins-lemon-and-cracked-pepper-corn-o

Cracked Pepper & Lemon **Corn Thins** are made with golden sun-ripened corn blended with cracked pepper and a hint of lemon. Prepared with a great recipe for

Corn Thins at Amazon.com

At: www.amazon.com/

4.5 rating for www.amazon.com

Buy **corn thins** at Amazon! Free Shipping on Qualified Orders.

Amazon Gift Cards - The New Amazon Fire Phone - Amazon Prime

Corn Thins at Walmart

At: www.walmart.com/LOADING_ZONE_Toys

Save On **Corn Thins** at Walmart. Free Shipping Site to Store.

Ratings: Prices 10/10 • Selection 9.8/10 • Website 8/10 • Store convenience 9/10
Walmart has 29,924 followers on Google+
New Arrivals • Best Sellers • Top Rated • Rollback Savings

Corn Thins up to 70% off - Save on Corn Thins

Ad www.sale-fire.com/Corn+Thins ▾
Find Hot Deals & Compare Prices!
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Real Foods Corn Thins Tasty Cheese 4.4 oz | My Brands

mybrands.com > Home > All Brands > Real Foods > My Brands Inc.
Real Foods Tasty Cheese **Corn Thins** are specially made with delicious golden corn and cheese flavor to bring you wholesome and nutritious taste. The crunchy

Maxines Burn : Corn Thins with Peanut Butter

www.maxinesburn.com.au/mobile/recipe-detailSnacks.php?num=8
Corn Thins with Peanut Butter. Cooking Time: 5min. Serves: 1. Ingredients: 2 **corn thins**, 2 teaspoons peanut butter. Cooking Method: Spread the **corn thins** with

corn thins? - WeightWatchers.com.au: Community - Messag...

www.weightwatchers.com.au > ... > food talk > Weight Watchers
5 posts
30/09/2013 11:35:59 AM: report this post - ground rules: Could someone please tell me how many points in **corn thins** and rice thins? Thank you

Real Food Sesame Corn Thins (150g) - Planet Organic

www.planetorganic.com > ... > Rice cakes & corn cakes
\$1.69
Real Foods **Corn Thins** are made with a great recipe for maximum crunch and flavour, they taste sensational on their own or with any number of delicious

Corn Thins Soy & Linseed - FatSecret Australia

www.fatsecret.com.au/calories-nutrition/real-foods/corn-thins-1/2-slices
There are 47 calories in a 2 slices serving of Real Foods **Corn Thins** Soy & Linseed. Get full nutrition facts for other Real Foods products and all your other

Corn Thins AUSTRALIAN 150g | Nurtured Earth Organics

https://nurtured-earth.com.au/product/corn-thins-australian-150g/
Corn Thins AUSTRALIAN 150g, corn-thins_pure-harvest \$3.25. Ingredients: Organic corn & sea salt. Certification: ACO Origin, Australia. In stock. Add to cart.

corn thins - MiniMins.com - Weight Loss Support Forum

www.minimins.com > Slimming Clubs > Slimming World > Syn Values
Oct 25, 2010 - 5 posts - 3 replies
hello does anyone know the syn value in these? Thanks

\$2.95 Real Foods Corn Thins - Soy, Linseed & Chia 150g ...

www.charlesfruitmarket.com.au/.../real-foods-corn-thins-soy-linseed-chia-...
Real Foods **Corn Thins** Soy, Linseed & Chia: Golden sun-ripened corn crispbread slices with soy, linseed and Chia. Source of Omega 3 + 11% Dietary Fibre

Christmas Corn Thins | g-free kid

gfreekid.com/2013/12/22/christmas-corn-thins-...
Dec 22, 2013 - ... fun, easy idea we just thought of that you can use for any holiday really. All you need are Real Food **corn thins**, melted chocolate, sprinkles.

Pumpkin Hummus, Zucchini, Grilled Eggplant & Feta Corn ...

https://www.12wbt.com/.../6397-hummus-zucchini-grilled-eggplant-feta-...
10 mins - 269 Cal
Pumpkin Hummus, Zucchini, Grilled Eggplant & Feta **Corn Thins**. Pumpkin Hummus, Zucchini, Grilled Eggplant & Feta **Corn Thins**. Member Rating: Vegetarian

Corn Thins at Amazon.com

Ad: www.amazon.com/
4.1 rating for amazon.com
Buy **corn thins** at Amazon! Free Shipping on Qualified Orders
Subscribe and Save - The New Amazon Fire Phone - Amazon Gift Cards

Corn Thins up to 70% off - Save on Corn Thins

At: www.sale-fire.com/Corn+Thins -
Find Hot-Deals & Compare Prices!

Corn Thins at Walmart

At: www.walmart.com/LOADING_ZONE_Toys -
4.0 rating for walmart.com

Save On **Corn Thins** at Walmart - Free Shipping Site to Store

Ratings: Prices 10/10 - Selection 9.5/10 - Website 8/10 - Store convenience 9/10

Top Rated - Best Sellers - New Arrivals - Rollback Savings

45415 Dulles Crossing Plz, Sterling, VA - (571) 434-9434

Searches related to "corn thins"

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Spicy Avocado, White Bean & Semi Dried Tomato Corn Thins

<https://www.12wot.com/14430-spicy-avocado-white-bean-semi-dried-t-corn-thins-444-Cut>

Spicy Avocado, White Bean & Semi Dried Tomato **Corn Thins** Spicy Avocado, White Bean & Semi Dried Tomato **Corn Thins** Member Rating Vegetarian

Try these five healthy mid-afternoon snacks - News.com.au

www.news.com.au/.../story-fncuz8zj-1226715301647 News.com.au

Sep 9, 2013 - Try **Corn Thins** with a nut spread. Picture: News Limited Network
Source: News Limited. IF someone handed a pack of chocolate biscuits

Real Foods Sesame Corn Thins (5.3 oz) :: Foodfacts.com ...

www.foodfacts.com/d/nutritionfacts/Bread-and-.../Corn-Thins-164090

Ingredients, nutrition facts, allergy information, vitamins and weight watcher points for Real Foods Sesame **Corn Thins**.

Real Foods Corn Thins Review - A World of Reviews ...

rbg0284.blogspot.com/2014/01/real-foods-corn-thins-review.html

Jan 18, 2014 - Real Foods has experienced rapid growth over the last 12 years since the development and launch of its major product line, **Corn Thins**.

Which Rice or Corn Cake Do Your Kids Eat? « Little People ...

littlepeoplenutrition.com.au/rice-and-corn-crackers/

Nov 27, 2013 - They are not as high in sodium as the Multigrain **Corn Thins** (259mg/100g) they are 90mg/100g which is cleverly deemed low in sodium as it is

Corn Thins? - Bodybuilding.com Forums

forum.bodybuilding.com > Men Forums > Nutrition

Jul 14, 2004 - 3 posts - 2 answers

Hey, I bought these a long time ago, but now I tasted them and they are great! I think they would make a good snack here and there for those

Corn Thins Recipes | Yummly

www.yummly.com/recipes/corn-thins

Find Quick & Easy **Corn Thins** Recipes! Choose from over 81 **Corn Thins** recipes from sites like Epicurious and Allrecipes.

Real Foods Corn Thins Original 150g by Real

www.goodnessdirect.co.uk/1671167_Real_Foods_Corn_Thins_Original...

When I'm in the mood for eating **corn thins** I sometimes find it difficult to stop! They are slightly salty & I use unsalted butter so they taste great! I often eat them at

WIN! 6 months of healthy snacks from Corn Thins - Women's ...

www.womenshealthandfitness.com.au > Favorites

Women's Health & Fitness magazine Australia is your ultimate guide to health & fitness. Browse workouts, weight loss tips, diet foods, recipes & exercises for

Glycemic index and glycemic load - HealthKnot

www.healthknot.com/glycemic_index_glycemic_load.html

Corn Thins, puffed corn cakes, gluten-free 87, 90, 72 Puffed rice cakes, 78, 84, 68 Rye crispbread, 63, 64, 40 Stoned Wheat Thins, 67, 68, 48 Water cracker

Corn Thins at Amazon.com

At www.amazon.com/

4.5 rating for amazon.com

Buy **corn thins** at Amazon! Free Shipping on Qualified Orders

Amazon Prime - The New Amazon Fire Phone - Amazon Gift Cards

Corn Thins up to 70% off - Save on **Corn Thins**

Ad: www.sale-fire.com/Corn+Thins ▾
Find Hot-Deals & Compare Prices!

Corn Thins at Walmart

Ad: www.walmart.com/LOADING_ZONE_Toys ▾
4.5 rating for walmart.com

Save On **Corn Thins** at Walmart - Free Shipping Site to Store

Ratings: Prices 10/10 - Selection 9.5/10 - Website 8/10 - Store convenience 9/10

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Corn Thins - Gluten Free Organic - all- Bulk Nuts 4 You ...

www.bulknuts4you.com/category_CNTH__1.html

Corn Thins - Gluten Free Organic - all- Gluten Free Corn Chips- Organic Corn Thins | Potatoe-like chips- Corn Thins- Original Organic 5.3 oz. (AA3741) \$5.78

new community users corn thins... - WeightWatchers.co.uk ...

www.weightwatchers.co.uk > new community users > Weight Watchers

2 posts

12/04/2010 13:04:06, report this post | ground rules: Sorry to ask again, but how many points are the corn thins. Thanks

Real Foods Corn Thins - Original - Rieves Food Imports

www.rfi.co.za/web/Products.aspx?Product=205

Real Foods Corn Thins - Original

Description: Corn Thins are a deliciously healthy and good for you. Country of Origin

REAL FOODS CORN THINS OR 150G - 2aorganic.com

www.2aorganic.com/products/real-foods-corn-thins-or-150g

REAL FOODS CORN THINS OR 150G- 9322565000315 Loading Specification ingredients: Maize (99%), Sunflower Oil. Sea Salt. Origin: AUSTRALIA

Rude Health Organic Corn Thins Gluten Free 130g

www.alternativestores.com > Crackers & Crispbreads

Puffed, popped and packed with taste, there's no need to mess with Corn Thins. We've added a pinch of sea salt and nothing else. Gluten-free, low fat and high

Nutritionist : Corn Thins

nutritionist.co.za/ag3nt/system/product.php?prod_id=1066

CORN THINS (Black pepper and lemon) THE POSITIVES Corn Thins are GMO free which is nutritionally a plus. High in fibre (more per gram than whole wheat

Goat Cheese on Corn Thins Recipe by A Cook | Epicurious ...

www.epicurious.com > recipes & menus > Epicurious

Jan 11, 2007 - Find the recipe for GOAT CHEESE ON CORN THINS and other vegetable recipes at Epicurious.com

Dietitian-approved low FODMAP brand name foods - Well ...

blog.katescarlata.com/ /dietitian-approved-low-fodmap-brand-name-foods

Nov 4, 2011 - I also like Real Foods corn thins. Many of my clients use them in place of bread to make a sandwich. I like 'em best with peanut butter and

Glycemic Index for Corn Thins, puffed corn cakes, gluten ...

www.dietandfitnesstoday.com/glycemicindexDetails.php?id=567

To calculate the Glycemic Load for a different amount of Corn Thins, puffed corn cakes, gluten-free (Real Foods, St Peters, Australia), enter the value in the

Carb Free Dieting The Right Way - Kat Loterzo

katloterzo.com/carb-free-dieting-the-right-way/

May 29, 2009 - But did you know that all grain products including whole-grain foods and typical dieting foods such as wheat crackers and corn thins or rice

Corn Thins at Amazon.com

At www.amazon.com/

4.5 rating for amazon.com

Buy corn thins at Amazon! Free Shipping on Qualified Orders

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Corn Thins at Walmart

At www.walmart.com/LOADING_ZONE_Toys

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Corn Thins up to 70% off - Save on Corn Thins

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What makes a skinny snack - really? - The Sydney Morning ...

[blogs.smh.com.au/.../Chew-on-This](#) - The Sydney Morning Herald
Oct 19, 2009 - Rice/corn thins with promise (4=100 cal) ... I go for wholegrain crackers (Ryvita or Vita-weet) or corn thins and salt-reduced peanut butter

What can I eat :: Soy, Linseed and Chia Corn Thins

[whatcanieat.com.au/.../real-foods-corn-thins-soy-linseed-and-chia-corn-t](#) -
Soy & Linseed Corn Thins - Looking for a snack that's healthy but not boring? Crispy and tasty, but also good for you? No need to compromise! Real Foods Corn

Real Foods, Corn Thins, Og2, Flax & Soy, 6/5.3 Oz

[www.organicdirect.com/.../Grocery & Beverages/Rice Cakes](#) -
UPC: 671959-000023 Case UPC: 19322939000029 Corn Thins Og2 Flax & Soy 6.5 3 OZ By Real Foods Gluten Free, Wheat Free, Natural or Organic

A healthy, light snack from Real Foods Tasty Cheese ...

[theceliathlete.com/.../a-healthy-light-snack-from-real-foods-tasty-cheese-](#) -
Mar 26, 2013 - Product: Real Foods Tasty Cheese Flavored Corn Thins - \$3.29+ I admit it, I am an oddball. I actually like rice cakes. I always have. I grew up...

Real Foods Corn Thins Reviews - ProductReview.com.au

[www.productreview.com.au/.../Crackers & Cnspbread](#) -
Real Foods Corn Thins - 1 customer review on Australia's largest opinion site
ProductReview.com.au, 3.0 out of 5 stars for Real Foods Corn Thins in Crackers...

Post Punk Kitchen Forum • View topic - Real Foods Corn Thins

[forum.thepk.com/.../The Kitchen/Gluten Free](#) - Lisa Chandra Moskowitz
Aug 5, 2011 - 7 posts - 7 authors
Image Get these corn thins to make cute tostacos. They are organic and very reasonably priced. Find em by the lundbergs rice cakes

Carbs in Corn Thins - Carbs in Food

[www.carbs-information.com/carb-crackers/corn-thins.htm](#) -
Crackers (like Corn Thins), are high in carbs (mostly complex carbohydrates in the form of starch) plus a little dietary fiber. Because of their high carb-content,

Corn Thins Sour Cream & Chives - FatSecret New Zealand

[www.fatsecret.co.nz/calories-nutrition/real-foods/corn-thins/1-slice](#) -
There are 29 calories in a 1 slice serving of Real Foods Corn Thins Sour Cream & Chives. Get full nutrition facts for other Real Foods products and all your other

Chocolate, snowflakes, Christmas music, videogame music ...

[www.hatrack.com/foodreviews/.../2006-11-05.shtml](#) - Erson Scott Card
Nov 5, 2006 - Chocolate, snowflakes, Christmas music, videogame music, corn thins
I don't know about you, but I did not need another fine chocolate

Snacks - Corn Thins - Soy Linseed Flax Soy Gluten Free

[foodnexus.ne.com/Snacks-Corn-Thins-Soy-Linseed-Flax-Soy-Gluten-Free](#) -
Snacks - Corn Thins - Soy Linseed Flax Soy Gluten Free, Snacks - Corn Thins - Soy Linseed Flax Soy Gluten Free, Brand: Real Foods Weight: 150.00gm

Corn Thins at Amazon.com

Ad: [www.amazon.com/](#) -
4.5 rating for amazon.com
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Amazon Prime - Subscribe and Save - The New Amazon Fire Phone

Corn Thins at Walmart

Ad: [www.walmart.com/LOADING_ZONE_Toys](#) -

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Ratings: Prices 10/10 - Selection 9.5/10 - Value 8/10 - Store convenience 4/10
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Corn Thins up to 70% off - Save on Corn Thins

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